

Brian Young

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Professional Highlights

- Extensive expertise gained from over nineteen years in the learning and development industry, leading the design of experiences that incorporate interactive, print, and motion graphic design.
 - Expert technical skills in user research, information architecture, interactive low/high-fidelity prototyping, user interface design and highly iterative build/test loops.
 - A long-standing user-centred approach to design grounded in industrial/product design background.
 - Designed software products for as much as 50,000 users in more than 25 countries.
 - Expertise in client relationship management and consultation with government bodies and global corporations including Microsoft Interactive Technologies at their headquarters in Seattle.
 - My career objectives are to lead the research and design of engaging and effective user experiences in a highly innovative, agile and collaborative environment.
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Work Experience

Principal Product Designer

September 2007 – Present

LEARNEX

Learnex is a corporate compliance consultancy that supports pharmaceutical companies in the implementation of their ethics and compliance training programmes globally. I lead a team of on and off-site designers in the research and design of user experiences that combined interactive and print training and promotional material to ensure buy-in globally.

KEY SKILLS AND ACHIEVEMENTS

Design Excellence

- Initiated a broadening of focus from developing bespoke e-learning software to developing experiences for users using a variety of print and digital media. This broader offering allowed us to continue to win contracts with Astellas when they no longer required bespoke e-learning software.
- Consistently delivered exceptional experiences for users at Abbott, Astellas, and Takeda, and so Learnex did not employ a sales team, relying on reputation and word of mouth to win new contracts.
- Studied canvas animation, responsive design, and touch screen gestures, as emerging technologies and encouraged their inclusion in a tender for an interactive product to help launch Abbott's new brand. The CEO and senior stakeholders loved our proposal, choosing us over leading design agencies.

Client Relationship Management

- When designing print and interactive versions of a compliance guidebook for Astellas, I regularly chaired design meetings, gaining consensus from a worldwide group of senior stakeholders.
- Lead the writing and design of a project tender document and mood board that won a lucrative contract to produce a global awareness campaign involving digital, print and social media for Abbott.
- Guided a highly invested, worldwide group of stakeholders at Astellas through the development of a new interactive training product, using sketched storyboards and wireframes, animated walk-throughs and high-fidelity mock-ups, and a highly iterative build phase.

Global Project Management

- Ensured the smooth and on-time production of 250 animated and interactive illustrations for Astellas, by handpicking a skilled design team, managing the schedule, creative direction, and quality control.
- Deep knowledge of cultural, legal, technical and translation requirements for designing a global training product so Abbott's Office of Ethics and Compliance relied on me to implement them consistently.

Creative Design Manager

January 2006 – August 2007

SLATER

Slater is a design agency who work closely with clients to help them bring intelligent design to clients' customer experience. Leading a team of designers in the Dublin office required a hands-on approach. I was responsible for the day to day management of the studio, creative direction and motivation.

KEY SKILLS AND ACHIEVEMENTS

Studio Management

- As the first design manager of the new Dublin office, I held design meetings to develop a culture of collaboration, and mutual respect, resulting in a happier, more efficient and creative design team.

Customer Experience Design Excellence

- As the interactive designer for the Dublin and Belfast offices, I designed and built bespoke websites for clients including Jo'Burger, Orange Square and Doylescapes using HTML, CSS, and JavaScript.
- Project managed and designed Xtravision's 26 page in-store monthly magazine to tight deadlines.
- Managed budgets and timelines and lead the design of brands for Doylescapes and Orange Square.

Client Relationship Management

- Developed the presentation and soft skills to successfully sell a new brand to Jo'Burger, a gourmet burger chain. The proposed customer experience was not what they expected, but they loved it.
 - Funnelled all work for Xtravision through me to ensure a consistent voice was maintained for their brand on in-store merchandising, ultimately improving their ROI through increased sales that year.
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Freelance Designer

April 2004 – January 2006

BRIAN YOUNG DESIGN

On return from a year's travel, I won contracts to develop brands across digital and print media, successfully completed my first detailed UX/UI design project and worked part-time with Learnex.

KEY SKILLS AND ACHIEVEMENTS

UX/UI Design

- Detailed user research using stakeholder interviews, card sorting and surveys for Alternatives.
- Information architecture using content analysis / restructuring and sitemaps for Alternatives.
- Testing / feedback using personas, static / functional wireframes and hi-fidelity prototypes.

Business and Client Relationship Management

- Worked closely with Alternatives, The Learning Junction, Aces and Eights and Number One Security to understand their goals and design and implement a solution they loved within budget and on time.
 - Costing, budgeting and scheduling of concurrent projects and part-time contract work.
 - Tax preparation and book keeping as a sole trader.
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Creative Director

April 2001 – February 2003

EMERGSMART

EmergeSmart deliver premium blended online/face to face training to government and global corporations. I implemented a new vision for design within the company and with clients.

KEY SKILLS AND ACHIEVEMENTS

Brand Ambassadorship

- Adopted a user-centred approach to the design of a Dublin Chamber of Commerce event chaired by Hillary Clinton. In her speech, she praised our work saying, "EmergeSmart owned the room".
- Achieved buy-in on a new EmergeSmart brand by forming a branding committee of key decision-makers and client facing personnel and involving them throughout a structured, iterative process.

Project Management

- Successfully managed a large team of designers, developers and learning consultants in the production of a large interactive training product for AXA/PPP to a very tight deadline.
- Significantly improved the Department of the Taoiseach website by getting involved at the research stage in a UX capacity and introducing more agile collaboration between script writer, developer and designer. As a result, this became the new way of working throughout the company.

Head of Design

June 1999 – February 2001

ADVANCE LEARNING

I initially worked at Microsoft Headquarters in Seattle helping them set up the design system for Windows Interactive Training. On return to Galway, I hired, trained and managed twelve designers to produce this training and developed a strong, cohesive brand for the company in print, and digital media.

KEY SKILLS AND ACHIEVEMENTS

Team Leadership and Management

- Introduced a design system for storyboarding, illustration, animation, editing and documentation. To Microsoft's amazement we met their tight deadlines while exceeding their expectations for quality.
- Established communication channels, introduced clear roles and set realistic goals for designers that gave them a sense of achievement, encouraged teamwork and kept production running smoothly.

Client Relationship Management

- Built a strong relationship with key stakeholders while consulting at Microsoft Headquarters in Seattle and continued to strengthen this with daily emails and video calls on my return to Ireland.

User-Centred Design

- Adopted a UX approach to ECDL software resulting in a getting started card and skeuomorphic GUI. Computer Shopper Magazine described the product as winning hands down in terms of design.

Skills and Awards

- Graduated first in Ireland in Industrial/Product Design winning the AIB Design Medal.
- Graduated first in Ireland across all design disciplines winning the NCEA Design Prize.
- **Software skills:** Adobe Dreamweaver, Photoshop, InDesign, Illustrator, Figma, Squarespace.
- **UX/UI skills:** qualitative and quantitative user research, information architecture, usability testing, prototyping, pixel perfect mock-ups, user journeys and personas, stakeholder liaison.
- **Coding skills:** HTML, CSS, JavaScript, jQuery, Canvas animation, adaptive and responsive design.
- **Soft skills:** communication, creative direction, team building and motivation, client relationship management, employee recruitment, training and review.
- **Project management skills:** team leadership, time management, risk management, negotiation and documentation.

Education

- Currently completing CPD certificates in Usability Testing and UI Design Patterns.
- Certificates, UX Management: Strategy and Tactics, Mobile UX Design and Interaction Design for Usability, Interaction Design Foundation
- BA (Hons) Design, Industrial and HCI, University of Ulster, 1995 – 1996
- BA Industrial and Product Design, Institute of Technology, Carlow, 1992 – 1995

Personal Skills and Interests

- Training and competing in triathlons, running and cycling events in Ireland, Europe and USA.
- Dance meditation enthusiast, attending weekly classes and longer workshops abroad.
- Have travelled extensively in Europe, Asia, North and South America and Australia.

Excellent professional references available on request.