

# Brian L. E. Washington

## UX Designer

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### Summary

For growing software services companies who need to build a successful product focused on cryptocurrencies and blockchain technologies, I am this UX designer. An open-minded, adaptive learner by heart, utilizing mindful and professional standards in the world of design, research, and product. With a unique background as a web developer and a designer, I dig into UX research data followed by an analysis that leads to decision-making action. Even when I leave the office, I continue my exploration of experiential value. I enjoy cycling, ceramics, movement, meeting new people, and listening to different perspectives, keeping me in alignment with being passionately curious.

### Employment History

#### **UX Designer**

**2021**

Wix.com - Internship - *Tel Aviv, IL*

- UX monetization band, researched increasing user engagement on the internal reward system, established a priority list of product insights, and plans to provide design sitemaps for existing features.
- Presented UX design research on blockchain technologies, new product development with competitive analysis, and tested usability flows.

#### **Technical Product Manager**

**2018 — 2019**

PressTigers - *California, USA*

- Developed a single point of contact for strategy in all aspects of product software sales and development projects, with end-users from project inception to final close-out.
- Established vision with customer understanding, project and product objectives, and budget for 18+ web-based projects simultaneously to lead clear communications with R&D teams.
- Maintained detailed project logistics, including documentation of key features, customer requests, and benefits.

#### **Design and Marketing Manager**

**2016 — 2018**

Virtual Views Photography - *California, USA*

- Executed product life cycle platform and marketing strategies, utilizing video, image, and 3D content, boosting sales 22% across Southern California.
- Designed customer personas with social media targeting to support road-mapping ranging from ad campaigns to inbound sales while managing all backlog tasks on HubSpot.
- Produced integrated web communication strategies to establish new territories, customer community, and frontend web management services.

#### **Owner**

**2015 — 2020**

Washington Communications - *California, USA*

- Full Stack Web development, technology consulting: software and hardware, web design services rendered.
- Supported technical writing for provisional patent types and led communication on the assembly of feature announcements on software and hardware systems implemented.
- Implemented UX/UI web design practices to achieve clients' goals, mainly constructed Wix websites.

### Education

- **Reichman University (IDC Herzliya)**, MA Human-Computer Interaction **2020 — 2021**
- **University of California, San Diego Extension**, Full Stack Web Developer **2018**
- **California State University, San Marcos**, BA Communications & Media **2014 — 2016**

### Expertise

- Product Strategy and Documentation, UX/UI Literate, Application Lifecycle Management
- Figma, Adobe Suite, CRM, Google Suite, Microsoft Suite, Unity
- 3+ years of Product Design experience, NLP (Neuro-Linguistic Programming), detail-focused, self-starter
- Community Leader: Moishe House Resident, networking, outreach, and creative programming
- Programming: Javascript, SQL, MongoDB, Express, React, Node, WordPress, HTML5, Adobe Suite, Unity VR
- Languages: English (native speaker), Hebrew (conversational), Spanish (conversational)