

Brian Harrison

Director of UX

Dallas, Texas

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LinkedIn

EDUCATION

Communication Arts, B.S.
Texas A&M-Commerce

SKILLS

- User Experience
- UX Design/Management
- Project Management
- Consulting
- Creativity and Innovation
- User Research
- Process Improvement
- Strategic Planning
- Presentations
- Agile/Scrum
- Licensing
- Employee Development
- Product Exploration
- Brand Awareness
- Internal and External Collaboration
- Remote/Onsite Collaboration
- Team Management

DIRECTOR OF UX

Dedicated UX professional with over 20 years of expertise in designing software and web applications for B2B and B2C segments across various industries. Leads with an entrepreneurial and collaborative mindset while managing diverse teams, onsite and remote, within complex support applications for mobile, desktop, and touch interfaces.

QUALIFICATIONS SUMMARY

- Led a skilled UX team in crafting an impactful sales pitch for the commercial sales team which featured a captivating sales video and an engaging PowerPoint presentation for Airbnb. The presentation resulted in the successful collaboration to integrate air travel into Airbnb's booking engine.
- Delivered a dynamic presentation to an organization's Communities of Practice that showcased the cutting-edge UX design innovations and distinguished the unique value proposition of the design consulting services that utilized rapid prototypes for experimental projects.
- Spearheaded a multi-collaborative effort with a global team to form initiatives that assess retention methods and prevent attrition of high-value employees; gathered three recommended actionable strategies: Career Strategy, New Tech Education, and Rotation Program. These new initiatives resulted in significant improvements in employee satisfaction and retention.

CAREER EXPERIENCE

Sabre Product & Development
Director – Design Consulting Group (UX)

2016 – Present

Oversees a team of highly skilled UX designers responsible for creating visionary prototypes that support new product exploration. Works closely with executive leadership to ensure alignment with organizational goals and to identify new revenue opportunities across the diverse Sabre portfolio. Utilizes strategic planning and project management skills to ensure timely and effective delivery for all of Sabre's clients.

- Led a multi-disciplinary UX team in creating a presentation on Sabre + Google partnership benefits via a Travel Data Platform. Developed personas and mock concepts to guide executives through the value proposition in a business proposal.
- Utilized effective communication and project management skills to lead the exploration of chatbot workflows for a pilot launch with various travel agencies; resulted in the delivery of high-quality deliverables to a Microsoft development team.

VOLUNTEER WORK

4DWN Project Director of Digital Strategy

Served for a non-profit corporation fostering the health and well-being of kids and families through programs promoting recreation, education, cultivation, and conservation.

- Guided multiple transformative initiatives to promote knowledge-sharing and collaboration within UX teams including a transition from Sketch to Figma, advising the Creative Director team, offering consultative services to UX design teams, and facilitating the UX All Hands meetings across centralized UX teams.

- Created an internal UX Fit Club for team members who want to improve health and nutrition; provided monthly content for discussion that included book reviews, articles, and trends.

Sabre Airline Solutions Principal – User Experience

2013 – 2016

Skilled manager of the Branded Experience team at an ecommerce company that focused on ensuring optimal user experience in the product line, as well as seamless integration into the airline customer brand. Led a team comprised of diverse professionals, including UX, usability, CSS/HTML, and UI designers while implementing new and improved processes and spearheading innovative projects. Facilitated workshops to encourage creative and innovative thinking.

- Managed a team in developing cutting-edge concepts for tablet-based airline travel shopping; utilized strategic planning and project management skills to deliver on-time results within budget.

- Created new processes to incorporate UX into product delivery consulting, ensuring comprehensive UX/UI coverage throughout the product life cycle to optimize user experience and drive customer satisfaction.

- Successfully implemented new lean UX usability processes into current product releases by effective communication and close collaboration with Solutions Management and Delivery/Activations teams; resulted in improved user experience.

Sabre Airline Solutions Senior – Visual Designer/Usability Expert

2008 – 2013

Led a team of shared UX resources to manage incoming UX/UI product release requests, collaborating with various business units to optimize user experience. Coordinated annual usability testing and maintained end-to-end UI/UX consistency on mobile and web platforms. Created UI designs for desktop and mobile applications through Agile and Scrum methodologies. Organized UX workshops that provided valuable education and support to internal teams while driving innovation across the organization.

- Directed as the lead designer on multiple projects including a mobile booking engine site, an airline executive dashboard project, and a Hotel Revenue project, driving UI innovation, exceptional user experience, and optimal mobile functionality.
- Created a comprehensive mobile style guide for white label ecommerce products that ensured consistent branding and streamlined user experience across all platforms.

Managed web development for internal clients like Bankrate, AutoTrader, and Kelly Blue Book and provided websites, banner ads, and sales presentations as well as the A/B testing and performance reviews to enhance ad performance. Developed site architecture and design layouts through strategic planning and communication with clients and internal teams such as IT, New Business Development, Partnership Marketing, and Sales.

- Successfully designed and launched the first full private label Auto Financing site for GE Money, exclusively working with their creative department to maintain GE brand guidelines and standards.
- Served as the project lead for the creation of a test user interface design for a simplified online auto loan application that projected to generate \$750 million in its first year.
- Lead the website interface re-design for Capital One Auto Buying program in collaboration with the Auto Buying team.

ADDITIONAL EXPERIENCE

Mary Kay Inc.
Art Director, 2002-2005
Interactive Designer, 2001-2002