

BRIAN BRIDWELL

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SUMMARY

Senior UX/Product Designer with deep experience across insurance, healthcare, analytics, e-commerce, and enterprise systems. Strong in simplifying complex workflows, collaborating with cross-functional teams, and delivering clear, user-centered solutions. Focused, fast, and detail-driven.

CORE SKILLS

UX Design • Product Design • Interaction Design • UI Design User Research • Usability Testing • Design Systems Prototyping • Enterprise UX • Data-dense Interfaces Cross-functional Collaboration • Accessibility • Documentation

Tools: Figma, Sketch, Photoshop, Illustrator, Acrobat, InDesign, PowerPoint, Word, Excel, XHTML, CSS

EXPERIENCE

Allstate — UX Product Designer (CEME Sales)

2021 – 2026 Designed intuitive sales experiences for complex insurance products.

- Flows, wireframes, prototypes, research.
- Collaboration with stakeholders, PMs, engineers.
- Mesh Design System + Figma.
- Fully remote with annual workshops.

Project Connect (TimberTech) — Principal UX Designer

2020 – 2021 Led UX for healthcare interoperability.

- Personas, flows, wireframes, high-fidelity prototypes.
- Research-driven problem solving.

UW Medicine — Product Designer (Contract)

2019 Portal for medical students, instructors, advisors.

- Usability studies, flows, wireframes, high-fidelity mocks, style guides.

Amazon — UX Designer III (Contract)

2019 Tablet product UX/UI.

- Flows, wires, documentation, user studies.

Geocaching HQ — Product Designer (Contract)

2018 Geolocation-based functionality for mobile + desktop.

- Flows, wireframes, high-fidelity mocks, testing.

MAANA, Inc. — Senior UI/UX Designer

2015 – 2018 UX/UI for analytics platform used by Fortune 500 companies. *“Created user experience and user interface for the analytics platform that operationalizes big data insights for Fortune 500 companies.”* Projects:

- **Maersk:** Port routing + alternative mapping.
- **Chevron:** Predictive maintenance.
- **Airbus:** Part discovery.
- **Shell:** Crude oil element locator. Also trained designers and supported hiring.

Ramp Group — Principal UX Designer

2013 – 2015 UX consulting for GM, Stanford, and others.

- Contextual interviews, style guides, process improvements.
- Stanford transcript portal; Premera time-logging tool.

ADDITIONAL EXPERIENCE

Pacific Medical — Creative Director (2013 – 2014) Amazon — UX/UI Designer (2012 – 2013) AT&T — Senior UX Designer (2012) T-Mobile — Senior UX Architect (2011 – 2012) Microsoft (Bing) — UX/UI Designer (2010 – 2011) Microsoft (Product Support) — UX/UI Designer (2008 – 2009) Motricity — UI/UX/Visual Designer (2008 – 2010) Modiv Media — UI/Graphic Designer (2005 – 2008) T-Mobile — Graphic Designer (2004 – 2005)

EDUCATION

B.F.A., Photography — University of Washington

Certificate - Media Communication & Technology — Bellevue College