

Will Bryant

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Proficiencies:

Creative:

- Beginning-to-end creative product development including entirely new product categories (both hardware and software)
- Detailed user experience architecture and design including flowcharting, wireframing and storyboarding
- Art direction and oversight

Product and Team Management:

- Effective oversight of designer, developer and analyst teams
- Enthusiastic team manager
- Proven track record of recruiting and maintaining high performing employees
- Program management and budgeting
- Experience managing relationships with top tier brands including Disney, Hasbro, Mattel, Lucas Film

Career Highlights:

- Created the first Alexa-enabled alarm clock (collaboration with Amazon) launching a series of voice-enabled products
- Created the first HomeKit-enabled smartplug (collaboration with Apple) which evolved into a full product line of connected devices
- Collaborated with Disney to create one of the most successful iPad drawing apps of its time (bringing joy to millions of users)
- Designed and executed two patient portal redesigns focused on foundational consumer-centered functionality (online scheduling, streamlined communication appointment preparation, etc.)

Experience:

Mobile Product Manager, Health Consumer Platform - Memorial Sloan Kettering; New York, NY; July 2021 – Present

- Manage a portfolio of internal and external applications ranging from holistic medicine to radiation exposure tracking
- Overhauled and modernized the MyMSK patient portal mobile application to a foundational platform capable of rapid feature development (launching January 2022)
- Leveraging a "mobile first" directive, champion design thinking to effectively address and prioritize patient and caregiver experiences

Care@Home Product Manager, Health Consumer Platform - Memorial Sloan Kettering; New York, NY; November 2020 – July 2021

- Led several scrum and kanban teams focused on extending MSK's care beyond its brick and mortar locations through remote monitoring hardware and digital tools (ex: incorporating "smart" consumer health devices, patient ride sharing and expanding an in-house patient reported outcome solution)
- Defined and executed the product vision for the "release train" in a Scaled Agile Framework (SAFe)
- Oversaw the work of product owners and business analysts responsible for the day-to-day execution of the product development
- Managed release train logistics including budgeting and reporting (multiple teams)

Consumer Digital Program Manager, Office of Transformation - ChristianaCare; Wilmington, DE; April 2018 – October 2020

- Oversaw a portfolio of consumer-centric digital products ranging from proof of concepts to enterprise-wide solutions
- Primary product manager driving the development of digital products from ideation through implementation
- Responsible for developing extensive user stories outlining the often complex experience of engaging a healthcare system
- Facilitated stakeholder interviews and product design ideation sessions that lead to the development of wireframes and flowcharts
- Primary manager of an implementation team of project managers and systems analysts

Product Development, User Architect - SDI Technologies (iHome); Rahway, NJ; May 2014 – March 2018

- Responsible for overseeing the user experience of all of iHome's physical and digital products
- Conceived and visualized the end-to-end user experience for multi-faceted consumer products involving mobile applications, hardware and cloud integrations through flowcharts, wireframes, storyboards
- Oversaw the concept, design and development of mobile applications created to enhance mass-market consumer hardware
- Worked with industrial designers and engineers to implement UX best practices and to ensure consistent product behavior across iHome's wide variety of hardware products

Mobile Application Product Manager - KIDdesigns; Rahway, NJ; March 2013 – March 2018

- Created and oversaw the concept, design and development of mobile applications that paired with consumer-focused, mass-market, app-enhanced hardware
- Oversaw all in-house app design and development efforts managing several independent teams on simultaneous app initiatives

Director of Production and Strategy - WaveRider Design; Wilmington, NC; August 2012 – February 2013

- Translated client's goals into digital products by managing a team of in-house designers and developers
- Primary user experience designer, transforming broad ideas into flowcharts and wireframes to create custom mobile applications

Senior Producer - Ruckus Media Group; Norwalk, CT / New York, NY; August 2010 – July 2012

- Managed the end-to-end production of interactive storybook apps with brands including Transformers, SeaWorld, and VeggieTales
- Directed a team of designers on art development throughout the app creation process
- Developed in-app activity concepts and storyboards including flowcharts and schematic diagrams

Creator, Executive Editor and Web Designer - Knocks From the Underground; New York, NY; May 2008 – January 2012

- Developed a digital music magazine promoting "undiscovered" local music in top domestic demographics
- Managed a staff of 30 volunteer writers, editors and designers and oversaw all aspects of the website's design and production

Account Executive - Access Communications; San Francisco, CA / New York, NY; July 2007 – November 2009

- Managed media relations and designed, budgeted and staffed trade show and publicity events

Assistant Account Executive - Racepoint Group; Waltham, MA; August 2005 – November 2006

- Drafted and edited press releases, advisories and managed media relations

Education:

Quinnipiac University, 2011
MS, Interactive Communications
Concentration: Digital Media

Boston University, 2005
BS, Communication
Concentration: Public and Investor Relations

Interests:

Art - Photography, Painting, Woodworking
Entertainment - Live Music, Modern Art
Outdoor - Skiing, Golf, Disc Golf, Hiking, Landscaping
Travel - Four continents thus far

Philosophy:

I am happiest when I can delight a consumer with an incredible digital experience.

A thoughtful wireframe and storyboard can save countless hours of meetings.

A "good" product must be released and enhanced in order to evolve into a "great" product. I believe iterative design and continuous development is essential to crafting modern digital interactions.