

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

Management:

- Enthusiastic team manager
- Effective oversight of designer, developer and analyst teams
- Program management and budgeting
- Experience managing relationships with top tier brands including Disney, Hasbro, Mattel, Lucas Film

Day to Day Software:

- Wireframing and Storyboarding (Omnigraffle)
- Adobe Creative Suite (Photoshop, Illustrator, etc.)
- App Development (iTunes Connect, Xcode, TestFlight)
- Management Programs (Basecamp, Slack, Jira)

Career Highlights:

- Implemented a series of foundational consumer-centered applications (online scheduling, "Find-a-Doctor," appointment preparation, etc.)
- Created the first HomeKit-enabled smartplug (collaboration with Apple) which evolved into a full product line of connected devices
- Created the first Alexa-enabled alarm clock (collaboration with Amazon) launching a series of voice-enabled products
- Collaborated with Disney to create one of the most successful iPad drawing apps of its time (bringing joy to millions of users)

Experience:

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

- Oversee 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
- Facilitate 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
- Managed multiple independent teams of designers and developers on simultaneous digital initiatives

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
- Managed several independent teams of designers and developers on simultaneous app initiatives
- Oversaw all in-house app design efforts

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 to create custom mobile applications and websites
- Primary user experience designer, transforming broad ideas into flowcharts and wireframes
- Developed and adhered to budgeting, scope and timeline documents

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
- Coordinated concerts to promote local bands and the site

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

- Designed, budgeted and staffed trade show and publicity events
- Created and presented new business pitches successful in securing new accounts
- Managed media relations and branding initiatives for SEGA, Vonage, Sprint and Intuit

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

- Pitched business and trade publications regarding product and company announcements
- Drafted and edited press releases, advisories and case studies for clients

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
Sports - Skiing, Golf, Disc Golf, Squash
Outdoor - Hiking, Landscaping, Gardening
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.