

# Will Bryant

## Proficiencies:

### Product and Team Management:

- Enthusiastic team manager with a proven record of recruiting and maintaining high performing employees
- Program management and budgeting
- Effective oversight of designer, developer and analyst teams
- 60+ mobile applications released (iOS and Android)
- Experience managing relationships with top tier brands and companies including Apple, Amazon, Disney, Hasbro, Lucasfilm, Nest and Mattel

### 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

## Career Highlights:

- Designed and executed two patient portal overhauls focused on foundational consumer-centered functionality (online scheduling, streamlined communication, appointment preparation, etc.)
- Created the first Alexa-enabled alarm clock (collaboration with Amazon) launching a series of voice-enabled products
- Created the first HomeKit-enabled "smart plug" (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)

## Experience:

### Principal Product Manager, Vision Center - Walmart; Remote/Hoboken, NJ/Bentonville, AR; March 2022 – Present

- Lead the product strategy for 3,000+ Vision Centers nationwide, unifying in-store operations, digital tools, and backend systems to deliver a seamless consumer and associate experience while reducing new hire training time.
- Direct the end-to-end modernization of a 23-year-old .NET legacy system into a mobile-first, cloud-enabled platform, improving transaction speed, associate workflow efficiency, and data accuracy.
- Partner with leadership, optical operations, and compliance teams to design and deploy HIPAA-compliant solutions supporting prescription management, eyewear sales, and healthcare service integration.
- Deliver multiple high-visibility launches without major service disruptions by leading cross-functional agile teams across engineering, UX, and operations.
- Drive product design for associate-facing tools with a focus on modular architecture and API reuse, ensuring capabilities built for Vision Center operations seamlessly extend to consumer platforms such as eCommerce.
- Introduced Large Language Model and Optical Character Recognition-powered automation for eyeglass prescription intake, with a roadmap to expand into contact lens prescriptions, ID-based profile creation, and automated insurance data ingestion.

### Mobile / Care@Home Product Manager - Memorial Sloan Kettering; New York, NY; November 2020 – March 2022

- Managed several product owners and business analysts responsible for the day-to-day execution of the product development to extend 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)
- Managed a portfolio of internal and external applications ranging from holistic medicine to radiation exposure tracking
- Overhauled and modernized the MyMSK patient portal mobile application with a ground-up build (i.e. not based on Epic or Cerner)
- Leveraged a "mobile first" directive to effectively address and prioritize patient and caregiver experiences
- Defined and executed the product vision for the "release train" in a Scaled Agile Framework (SAFe)
- Managed release train logistics including budgeting and reporting (multiple teams)

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

- Recruited, hired and managed a team of project managers and systems analysts to oversee 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 including the patient portal redesign on iOS and Android
- Led stakeholder interviews and product design ideation sessions that led to the development of wireframes and flowcharts

### 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

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

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

### Early Career (condensed):

- Director of Production and Strategy - WaveRider Design; Wilmington, NC
- Senior Producer - Ruckus Media Group; Norwalk, CT / New York, NY
- Account Executive - Access Communications; San Francisco, CA / New York, NY
- Assistant Account Executive - Racepoint Group; Waltham, MA

## 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.