

Brian Durkin

Director of User Experience & Product Design

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I've been a Designer for over 20 years. My focus is on the User's Experience and Design Thinking strategies. I've been able to successfully integrate a Lean UX processes into enterprise level product design teams. All design is a hypothesis until you validate your assumptions and manage risk.

My passion is managing design teams to collaborate on design solutions. From design sprints for ideation, to rapid prototyping, I adapt the process to fit the objectives of the team and the project.

Skills: Sketching, Wireframes, Prototypes, Storyboards, Personas & Journey Mapping, Coding

Tools: Pen & Paper, Sketch, InVision, OmniGraffle, Adobe CC, PowerPoint, and much more.

1/02/17 - Present - Catalina Marketing LLC

I'm the Director of UX for Catalina Marketing; one of the world's largest omni-channel personalized marketing company. My role has been a mix of Service Design and Product Design and consists of mostly prototyping for experimentation, establishing an Atomic Design Style System, and helping the company establish an in-house Design Organization for Design Ops.

10/15/15 - 12/30/16 - LeapFrog Systems

I was the Field Manager & UX Design Practice Lead for LeapFrog Systems; a digital consultancy in Boston. My day to day focus is working with BNY Mellon managing a design team focused on innovation for the next generation of tools in performance and risk management.

"You have successfully helped an entire organization adapt a new process and put them on a path of success."

-Bruce Fibel, CFA at BNY Mellon and Eagle Investment Systems

03/2015 - 10/2015 - **Sabre Hospitality Solutions** - Sr. UX Design Lead: apps, web, mobile

04/2014 - 11/2014 - **Navient** - Sr. UX Design Lead: web, intranet, mobile

04/2013 - 04/2014 - **Havas Life New York** - Sr. UX Design Lead: apps, web, mobile

07/2012 - 04/2013 - **Sotheby's** - Sr. Information Architect: apps, web, mobile

04/2012 - 07/2012 - **EatMedia** - IA/UX Designer: web

04/2011 - 04/2012 - **Foundry 9** - Information Architect: web, web apps

Web Designer & Developer (1998 - 2011)

Companies/Projects: People.com, Live Nation, Nickelodeon, A&E, Isobar, HUGE, and more

I've been Involved in all stages of the development lifecycle from back-end to front-end. I also spent 2 years focused on my transformation from Dev to UX specifically at isobar and Huge.

(Photoshop, HTML/CSS/JS, PHP, ASP.net, JSP, SQL, etc.)

Education - Alfred University 1994-1998 Bachelor of Fine Arts

Community Leader -UXPA Board of Directors Member and Chair for the Marketing & Communications Committee, Information Architecture Institute (President and Organizer of World IA Day Boston), IXDA Local Leader, AIGA Member, Boston Strategy (President), and BostonCHI Member