GRIFFIN BYRON
DESIGNER & UX STRATEGIST

I am an Australian with over 10 years of experience. I love to simplify problems into strategic narratives, using a plethora of tools. All the while keeping within the confines of KPI and brand objectives.

A lover of deadlines, I like the sound of them whispering curses in my ear...

I am also a great believer in human & animal rights.

"Make it work. Fast. With Style"

TOOLS

Design Tools
I am a pro at Adobe Creative Suite! Photoshop, Animate, Illustrator, After Effects etc

UX & IA
Good old pen & paper! Sketch, Axure, InVision, Adobe XD, Balsamiq, Framer, UXPin, MindNode & Tableau. And don't forget the stickies! Gathering and presenting online survey data.

Web Development
Semantic and compliant HTML5/CSS(+ Sass & Less), focusing on accessibility, Javascript/AngularJS, NodeJS, schema markup, SEO best modern practices. Git repo & branch management.

Marketing
Google Analytics, Power BI, Optimizely. Sparkroom & TFN marketing codes to predict user patterns.

Project Management
Agile/Scrum, Jira, Confluence, Pivotal Tracker.

Presentation
Powerpoint with embedded Excel for stylish-looking infographics. Keynote, Google Docs & Sheets

METHODOLOGY

Staying Current
Bringing new ideas to exploit the latest capabilities of mobile and internet technologies - gee, that makes me tick.

Communication
I love to bring people together. My favourite arena is the meeting! But working with a fab team makes me grow. We never stop learning and its cool to guide each other. Especially in an Agile context.

Philosophy
Design Thinking is my philosophy, while always focusing on User Centred Design, and love to lead brainstorming, ideation & storyboarding, through to client signoff and final deployment.

SKILLS

A strategic thinker & skilled practitioner.

A realist with a perfect cocktail mix of optimistic drive & pessimistic caution.

I'm an out-of-the-box kinda guy who knows that human beings instinctively gravitate towards things that stimulate & beguile.

A designer & leader with a mastery of user-centred practice & theory. A tactful yet persistent evangelizer of Universal Design Principles & Design Thinking.

EDUCATION

**Brown University &
Rhode Island School of Design (RISD)**
PhD in Multimedia Art & Design
Real-time Systems. AI. Interactive Design. Animation.

**Indiana University
(on a Fulbright Scholarship)**
MA in Computer Music & Design.
Electronica. Real-time Audio Systems. Motion Design.

Edith Cowan University
MA in Semiotics and Digital Culture
Real-time Systems. What makes us tick.

EXPERIENCE

Art Director & UX Architect   2015 to 2018
Pug in a Box Design

I have worked with a wide range of clients over the years, including MarcUSA, University of Pittsburgh Medical Center, First Commonwealth Bank, Priorities USA, Open Arc, Commit2Conquer Cancer, Allegheny Health Network, Apraxia Kids and many others. My methods focus on better aligning a client's product with customer needs through user research, profiling, **in-depth interviews** and **data gathering**. I reveal **true user habits**, exemplified in accurate persona creation. Tracing user journeys can determine specific strategy maps for resolving pain points. I love to **lead ideation** meetings in engaging ways. From there, I emphasise workflow timelines, macro & micro UX strategies before the creation of exceptional deliverables. Part of my fun is getting to work with diverse folks, from art directors, entrepreneurs, media peoples, account executives, developers, copywriters, all the way to local artists, business owners and various internal stakeholders.

Projects include Sales research towards increasing annual venue by 5%. SEO analysis to increase online & social footprints. Rebrand concepts based on competitor data & user journeys guided by online/in-person surveys. Website evaluations including recommendations based on collected user data, loadtime speed/functionality reviews, SEO impacts, as well as brand-determined design systems & style guides.

UI Developer   2013 to 2015
Clarabridge, Virginia, USA

My priorities focused on rethinking user interface design when dealing with big data. I incorporated user research & scenario storyboarding to solve UI problems. Daily rapid prototyping was undertaken (Angular.JS & Bootstrap) to create unique & rich experiences, while maintaining site/app git repos. Regular updates to style guides & code notes. I developed & implemented building tools to our SDLC using Sass, Gulp & Node/NPM, in efforts to streamline workflows across departments. I found new ways to implement infographics into dashboards that were easily accessible on any device & featured purpose-driven animations to help users get key information fast.

Frontend Developer   2013 to 2015
Strayer University, Virginia USA

I overhauled a student portal (iCampus) to optimize the user experience. All old content was edited and meta data introduced. I **collected data** *to demonstrate the newly launched site was easy to navigate & fast to use. I developed* **design systems** *and* **style guides** *adhering to brand constraints & presented them in team meetings. I provided all* **Frontend development** *for Strayer & JWMI sites & developed new landing pages, assets and layouts for* **A/B testing***. Students often use old devices, so I spear-headed IE8 support &* **responsive design***. Strayer's Drupal code base was a zoo, which required some* **creative thinking** *to overcome load times and improve* **UX journey flow***.*

Animator/Motion Designer   2013 to 2015
Creative Circle, Washington DC USA

I strove to maintain a unique edge to client-requested **animated banner ads***. Flash SWF deliverables were submitted ahead of deadlines & included* **marketing codes***. Frontend development projects focused on* **clean compliance-orientated coding practices***. I maintained fast delivery for last-moment client changes to asset deliverables & surprised clients with requested Keynote/Powerpoint presentation templates with splash animated intros.*

UI Designer / Frontend Developer   2013 to 2015
Opus One Productions, Pittsburgh USA

Sometimes all that is needed is quick Photoshop mockups for a re-brand, then the final champion PSD gets a pixel-perfect web look. I created 12 different design looks for both desktop & mobile versions of their flagship Club Cafe website. The approved final version was then converted into pixel-perfect code. I also extracted assets from the final mock to provide web-optimized versions.

UI / UX Developer   2013 to 2015
Scholarhero (startup), Pittsburgh USA

I developed **UX strategies** *for a new startup in the education space, which was launched as part of Thrill Mill. User research with* **design-thinking** *in mind, targeted students and scholars. Based on collected data, I developed* **user flows** *&* **journey maps.** *I also carried out frontend development for coded prototypes.*

Digital Media Intern   2011 (5 months)
Mullen: Pittsburgh office before MullenLowe merger USA

I created **animated banner ads** *using Flash & Adobe Edge Animate, often daily. I provided* **wireframing** *for a First Commonwealth Bank new mobile app project & designed a host of assets across multiple projects.*

Art Director   2009 to 2011
Art Coalesce, Inc,

I lead meetings with local artists & potential funding sources for this non-profit. I networked with local businesses and event committees to raise public awareness. I undertook **marketing** *projects by expertly converting ideas into highly detailed design features. I managed volunteers, design teams & production crews effectively. I researched & implemented unique ways to engage the public with local art.*

Teaching Assistant   2005 - 2008
Brown University, Providence USA

Regular class reviews with students (one-on-one) were undertaken, meeting with students to discuss progress with academic goals. I communicated with professors on specific programs to better align lectures & class assignments with program goals. I researched & implemented new information into curriculums & developed syllabi to align with course objectives and university event timetabling. I gave lectures & taught labs for post-graduate & undergraduate students. I managed & directed exhibitions & musical ensembles, including concert programming, marketing design, listserv maintenance & new content for fortnightly listserv posts.

Teaching Assistant   2004 to 2005
Indiana University, Indiana USA

I prepared syllabi, gave lectures & taught labs for post-graduate students, as well as held office hours for student tutoring. I planned course syllabi to inform students of material assignments and course requirements. Reviewed curriculum currently in use by the university to determine whether updates were needed.

Motion Designer/Animator   2003 to 2004
Center for Innovative Teaching and Learning, Indiana USA

I undertook the creation of interactive DVDs for student training purposes, using Adobe Flash, XML & Actionscript.

Teaching Assistant   2003 to 2004
Edith Cowan University, Perth WA

I prepared syllabi, gave lectures & taught labs for undergraduate students & held office hours for student tutoring.

Graphic Designer   1997 to 2002
Freelance, Perth WA, Sydney NSW

I managed & coordinated design projects from concept through completion. Worked closely with clients to conceive deliverables that inspire, while consistently meet deadlines & objectives. Motivate teams towards effectively building collaborative innovation. Coordinate with artists, copywriters, consultants & vendors to meet all project requirements. Create and present persuasive marketing presentations. Manage all operational, strategic, financial, quote/bid, staffing, and administrative functions.