## **Brian Carter**

ux. ui. product.

I'm in the SF Bay Area. Previous employers and clients include Microsoft, Amazon, University of Kansas, and UC Berkeley.

### About me ...

**Brian Carter** 

I'm experienced in designing for human needs and business opportunities.

I enjoy thinking about systems and outcomes while delivering designs that are feasible, desired, and viable. I also enjoy craft and collaboration.

For my next role, I'm looking for a diverse team wanting a human-centered approach.



## Experience and software

#### INDUSTRY KNOWLEDGE

Systems Thinking,
User Experience,
Product Design,
Design Strategy,
Feature Planning,
Usability, Accessibility,
Human Computer Interaction,
Design Sprints,
User Stories,
Rapid Prototyping,
Wireframing.

#### **TOOLS & TECHNOLOGIES**

Figma, Figma data, Adobe Photoshop, Adobe Illustrator, After Effects.

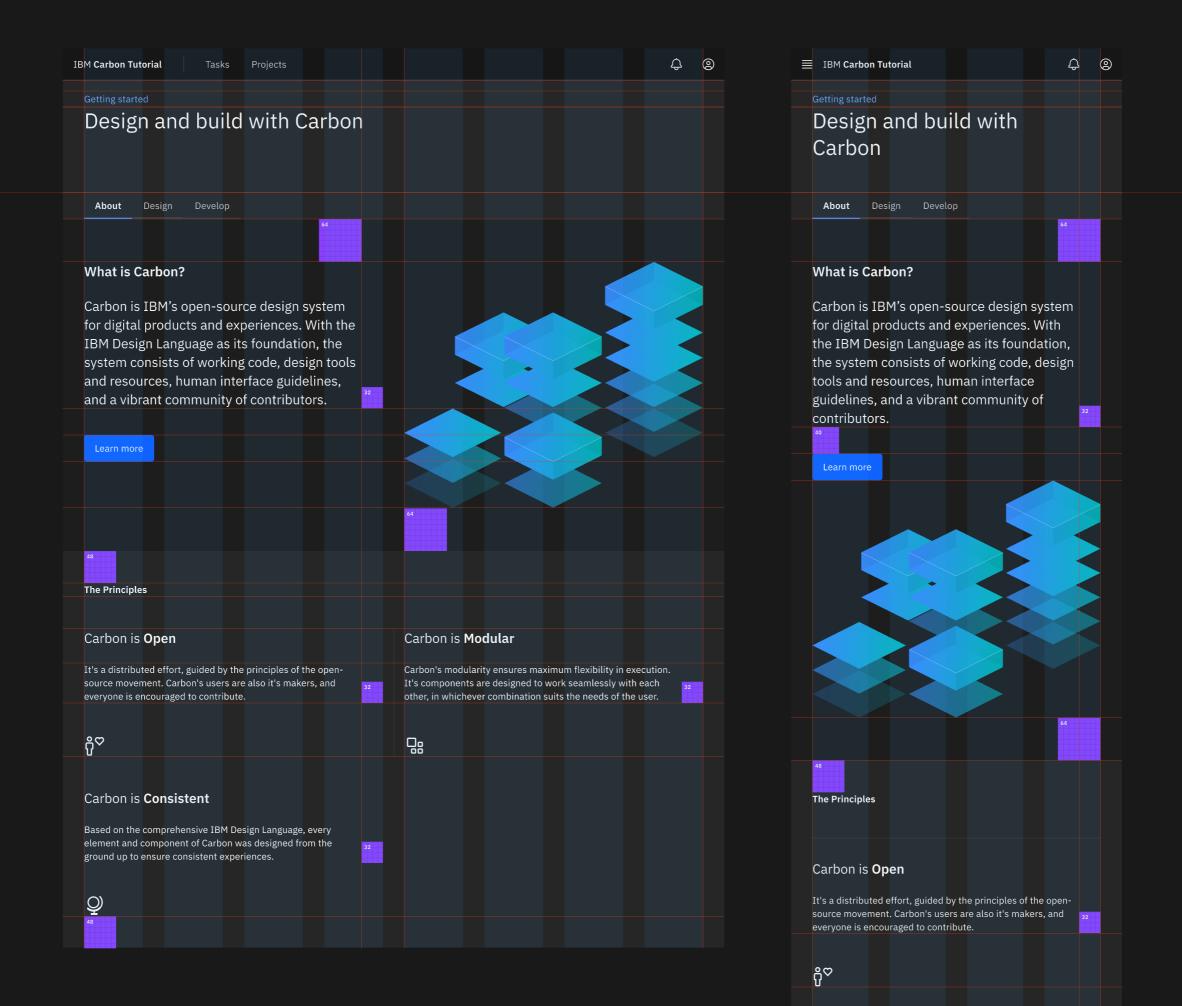
#### **METHODS EXPERIENCE**

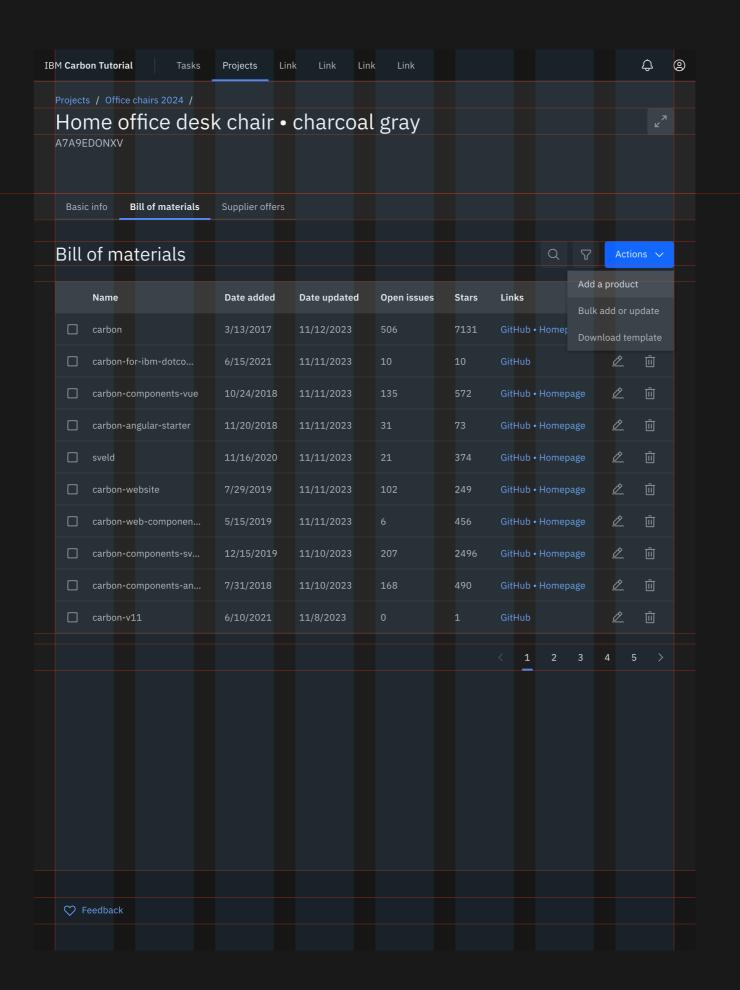
UX Research,
Heuristic Evaluation,
International User Studies,
Study Protocol, Scripts,
A/B User Tests,
Eye Tracking,
Methods Bias,
Design Principles,
Contextual Inquiry,
Feedback via UserVoice
& Helpshift.

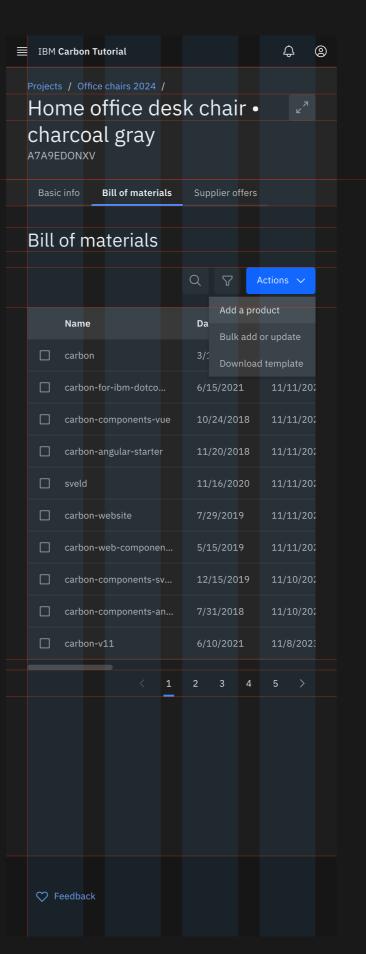
jQuery, HTML5, Next.js, Document Object Model, Static Site Generation, Carbon, Sass, CSS3, XML, XSLT.

## Exploration

Samples from a Carbon design system modified to show my navigation, hierarchy, and responsive layouts tailored to various user stories. The project includes a bespoke Figma data plugin and mini PLM.

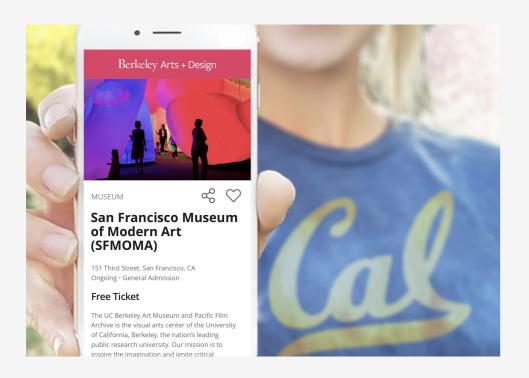


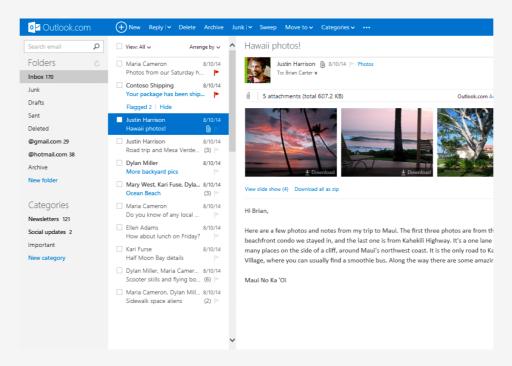


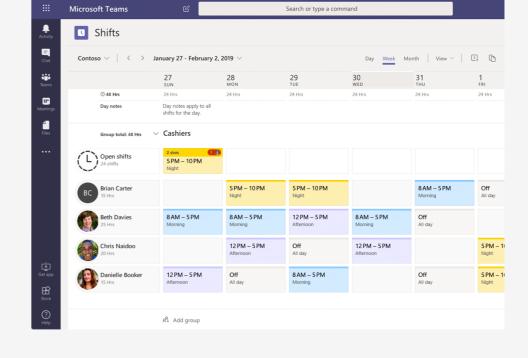


## Select projects

The following projects demonstrate my range of skills and experience.







**UC** Berkeley

#### **Arts Passport**

Planning and roadmap for the next version of free access

Microsoft

#### Outlook.com

Usability and product design across Hotmail, Outlook, O365

Microsoft

#### **Microsoft Teams**

Unblocking large organizations via user collaboration

## Arts Passport

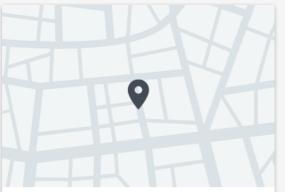
Samples from an initiative to provide free access to arts and design events. I provided ux planning, a journey map with blueprint, concepts, use cases, and SQL for desktop and mobile.



#### Journey map with archetypes

	Sign in -	Manage users	Submit event	Approve event	List / Details	Reserve ticket	Pick up ticket
[ ] Admin / Manage	Yes	Obj.1 / Define		Not shown			
[ ] Partner / Submit	Yes		Obj.1 / Define				
[ ] Student / Reserve	Yes / SSO					Obj.1 / Define	
[ ] Staff / Verify	Yes						Not shown
[ ] Guest / View	No / Limited permissions				Obj.2 / Explore		
Boolean: Published / Event							
Boolean: Reserved / Ticket							
User Emotions		Admin is happy because [1] [2] [3]	Partner is happy because [1] [2] [3]			Student is happy because [1] [2] [3]	
Stage 1 / Requirements	[ ] Multiple user types per user [ ] Code pattern(s) for user types [ ] Berkeley SSO integration [ ] Guest: default / no sign in [ ] Guest: limited features [ ] Granular permissions	[ ] Assign Role(s) [ ] Need: Email & Org ( event pk ) [ ] Assign & Send: Password [ ] Assign & Send: API key [ ] Resend	[ ] Manual publish flow [ ] Publish dates  [ ] API, API keys, CORS [ ] API gateway, submit [ ] API errors	[ ] All events require approval [ ] Small edits before approval [ ] Publish dates		[ ] Show when reserved [ ] Inventory vs. reserved [ ] Time out -> cancels reserved	[ ] Physical location [ ] Verification [ ] Inventory updates
Stage 2 / Future	[ ] Sponsor / Donor [ ] Faculty	[ ] Partner self-service [ ] Org vs. Event / objects	[ ] Edit & re-submit [ ] Receive: too many!	[ ] 1 event ready to approve [ ] Auto-approve / trusted [ ] Send: too many!		[ ] Time out: notification reminder [ ] Time out: status message [ ] Date / seat / choose friends	[ ] E-ticket / print [ ] Partner verify
Needs / Goals / Cases	[ ] Case: Switch user type [ ] Case: Share, guest access [ ] Case: Already signed in SSO [ ] Case: Student FRE ( & Guest ) [ ] Case: Invite guest to sign in [ ] Low barrier to entry	[ ] Case: I forgot my password [ ] Case: Employee left w/ keys [ ] Case: I'm a Student and Admin	[ ] Case: I don't have a dev team [ ] Case: It's not In our system [ ] Case: Our system is rigid [ ] Case: Why not approved? [ ] Case: Too many events!	[ ] Case: Event criteria [ ] Case: Format criteria [ ] Case: I check this weekly ? [ ] Case: Too many events!			[ ] I don't want to Inventory [ ] Where do I pick up? [ ] Where is the ticket? [ ] Case: unpublished

Paper / Are you sure?



#### **Paper Ticket** Reserve for pick up?

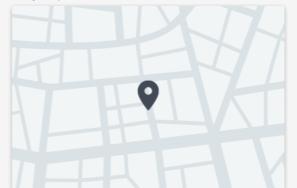
Click "Reserve" below to proceed. Tickets will be ready on / after March 1, 2019, and you have 7 days to claim at:

Dwinelle Annex Floor 2, Room 209 or 212 Monday - Friday, 10am-5pm

> RESERVE BACK

**Archetype flows** 

Paper / Reserved



#### **Paper Ticket** Reserved for pick up

Pick up your ticket at the below address on / after March 1, 2019. You will have 7 days to claim. Bring this with you, so we can scan the code below.

Dwinelle Annex Floor 2, Room 209 or 212 Monday - Friday, 10am-5pm

#### Reservation #1234567890





CANCEL RESERVATION

E-Ticket Print / Date



#### E-Ticket / Print **Choose a Date**

Please choose a date you'd like. There are 5 tickets available for the selected date.

#### March 2019

S
1
8
15
22
29

CONTINUE

BACK

E-Ticket Print / Are you sure?



#### E-Ticket / Print Claim ticket?

Ticket date: March 15, 2019. You will receive your ticket electronically and can print it yourself. General Admission includes access to all of OMCA galleries. Access to the Great Hall exhibits are not included and can be purchased for an additional fee.



E-Ticket Print / Claimed



#### E-Ticket / Print Claimed

Ticket date: March 15, 2019. You will receive your ticket electronically and can print it yourself. General Admission includes access to all of OMCA galleries. Access to the Great Hall exhibits are not included and can be purchased for an additional fee.

#### Ticket

OMCA sent this ticket and additional information to your student email.





ADULT GA WEB



#### Archetype flows

### How does the whole system work?

This wireframe combines tasks and prompts to encourage exploration of the system. Headings provide information for system overview.

dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450 film programs, and dozens of performances, as well as lectures, symposia, and tours.

#### Check in daily for rewards

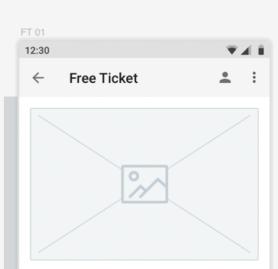


#### **Reserve Ticket** Pick up on campus

You'll need to pick up your ticket at the below campus address. We'll hold your ticket for 7 days.

**Dwinelle Annex** Floor 2, Room 209 or 212 Monday - Friday, 10am-5pm

Reserve



#### MUSEUM



#### San Francisco Museum of Modern Art (SFMOMA)

151 Third Street, San Francisco, CA Ongoing | General Admission

#### Free Ticket

The UC Berkeley Art Museum and Pacific Film Archive is the visual arts center of the University of California, Berkeley, the nation's leading public research university. Our mission is to inspire the imagination and ignite critical dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450 film programs, and dozens of performances, as well as lectures, symposia, and tours.

#### Check in daily for rewards

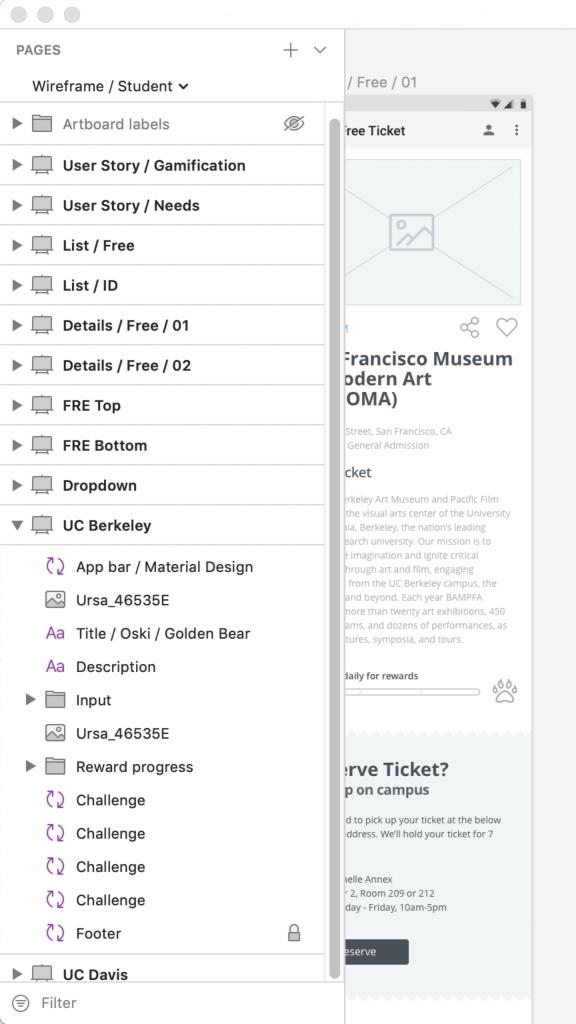


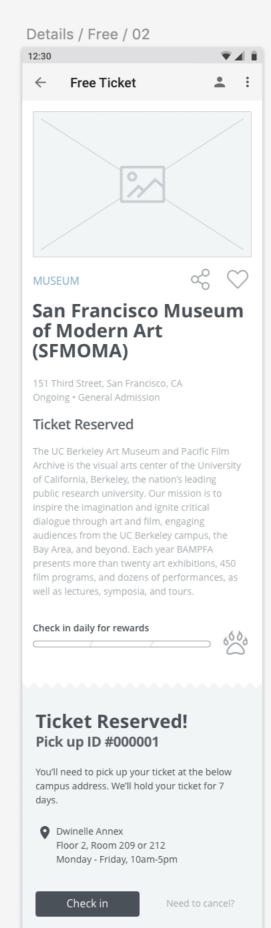
#### **Reserve Ticket** Pick up on campus

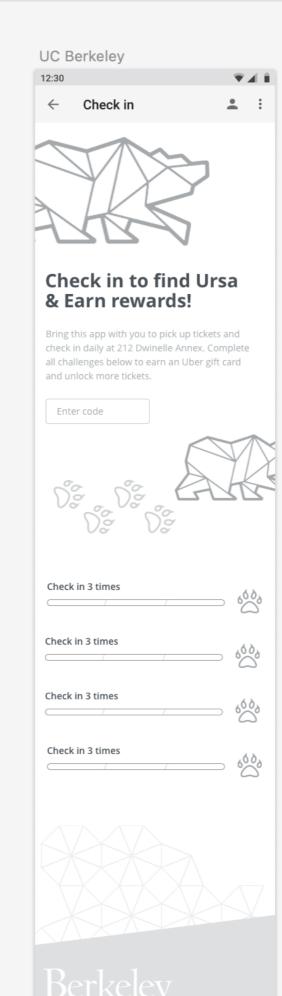
You'll need to pick up your ticket at the below campus address. We'll hold your ticket for 7

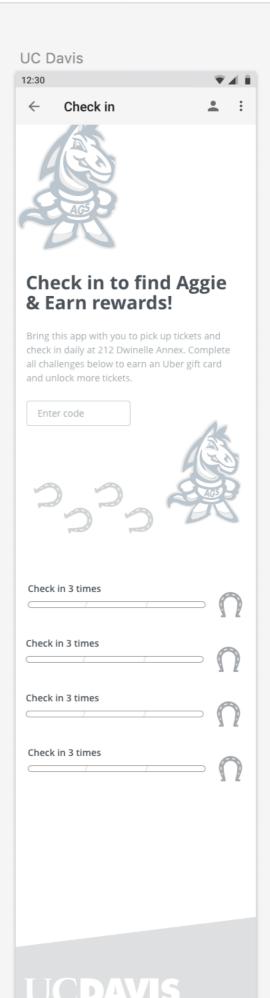
Dwinelle Annex

Floor 2, Room 209 or 212 Monday - Friday, 10am-5pm

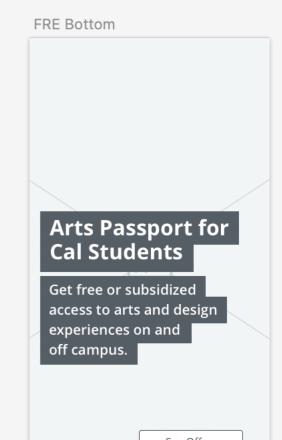








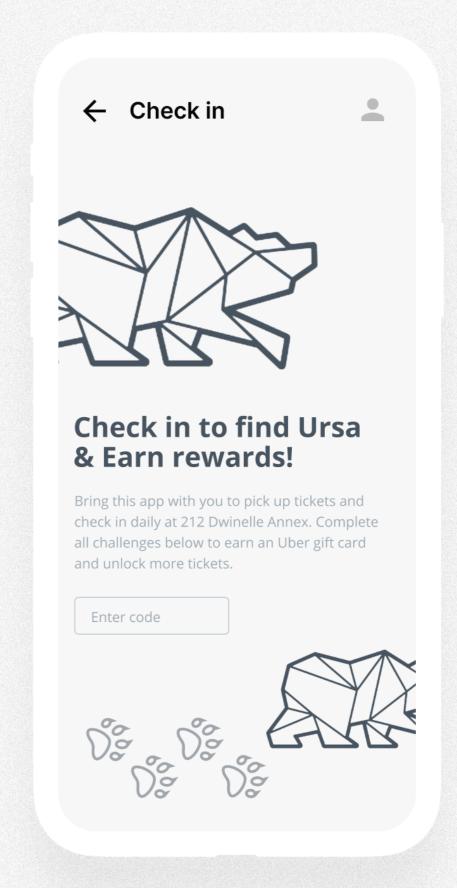




#### **Prototype**

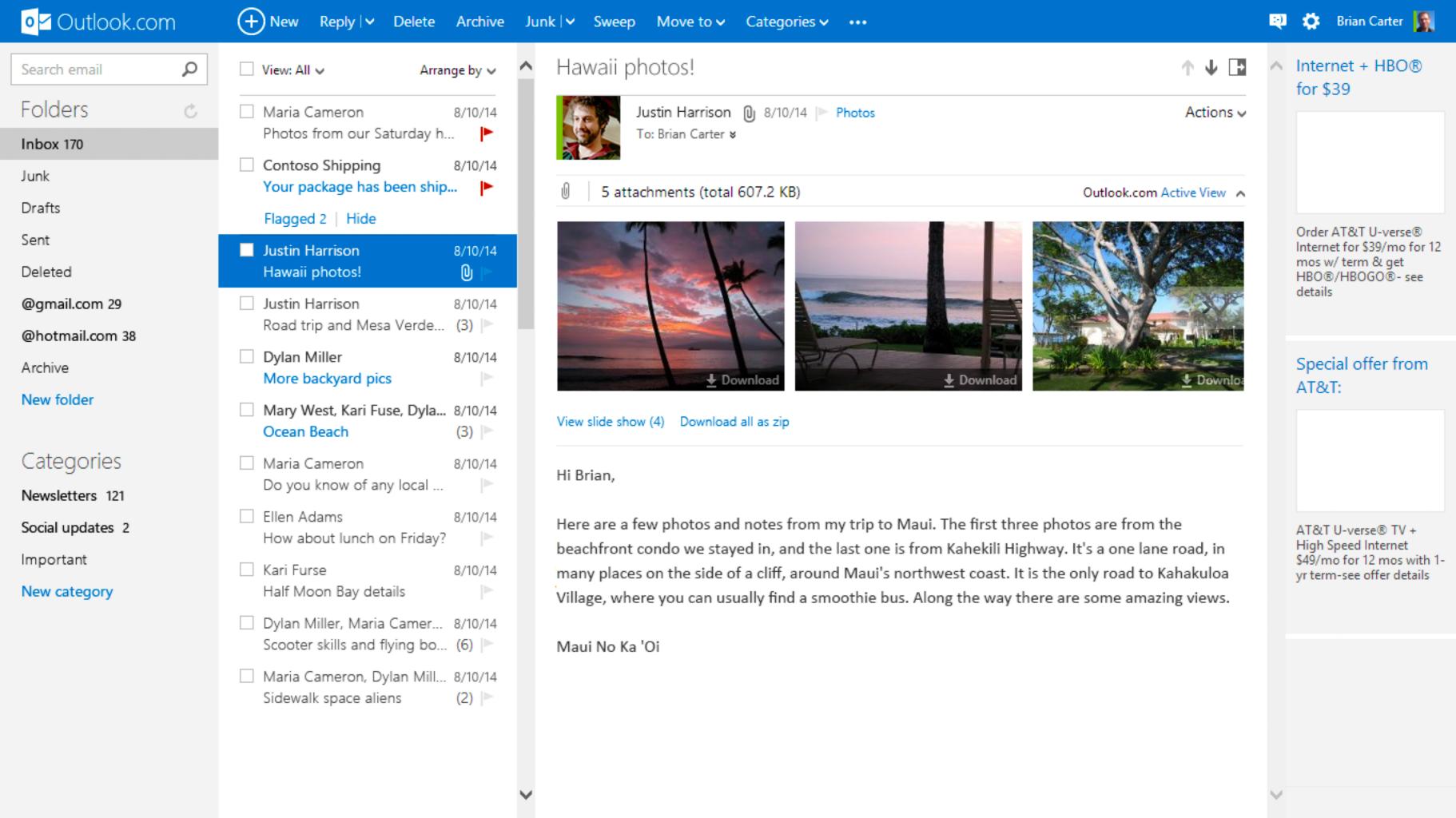
## **82%** of students are car-free

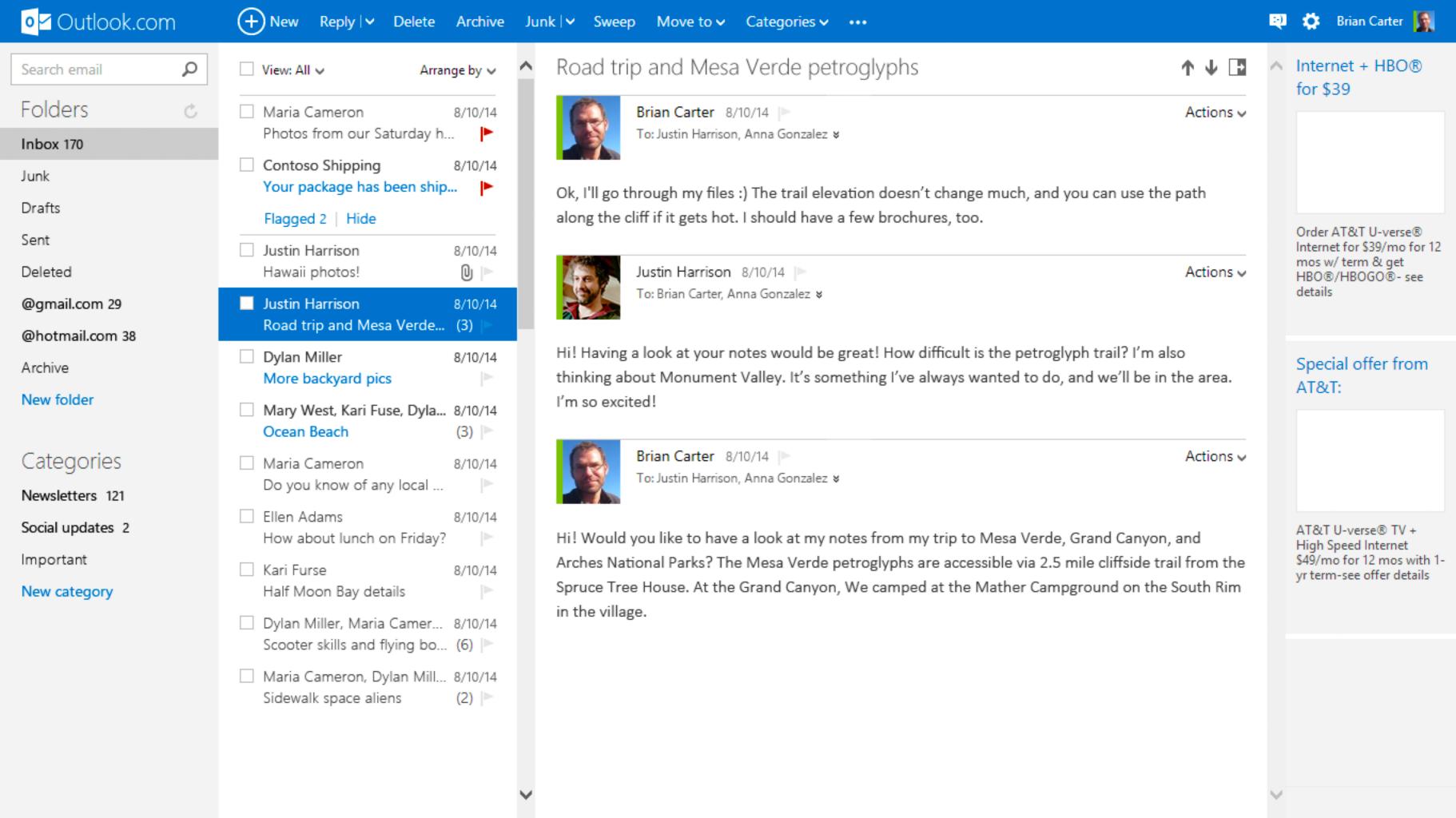
I built a prototype to test these wireframe concepts with a small group of students. Are **transportation** credits and **ticket unlocks** the right rewards? Are the rewards attainable? Is check in reasonable?

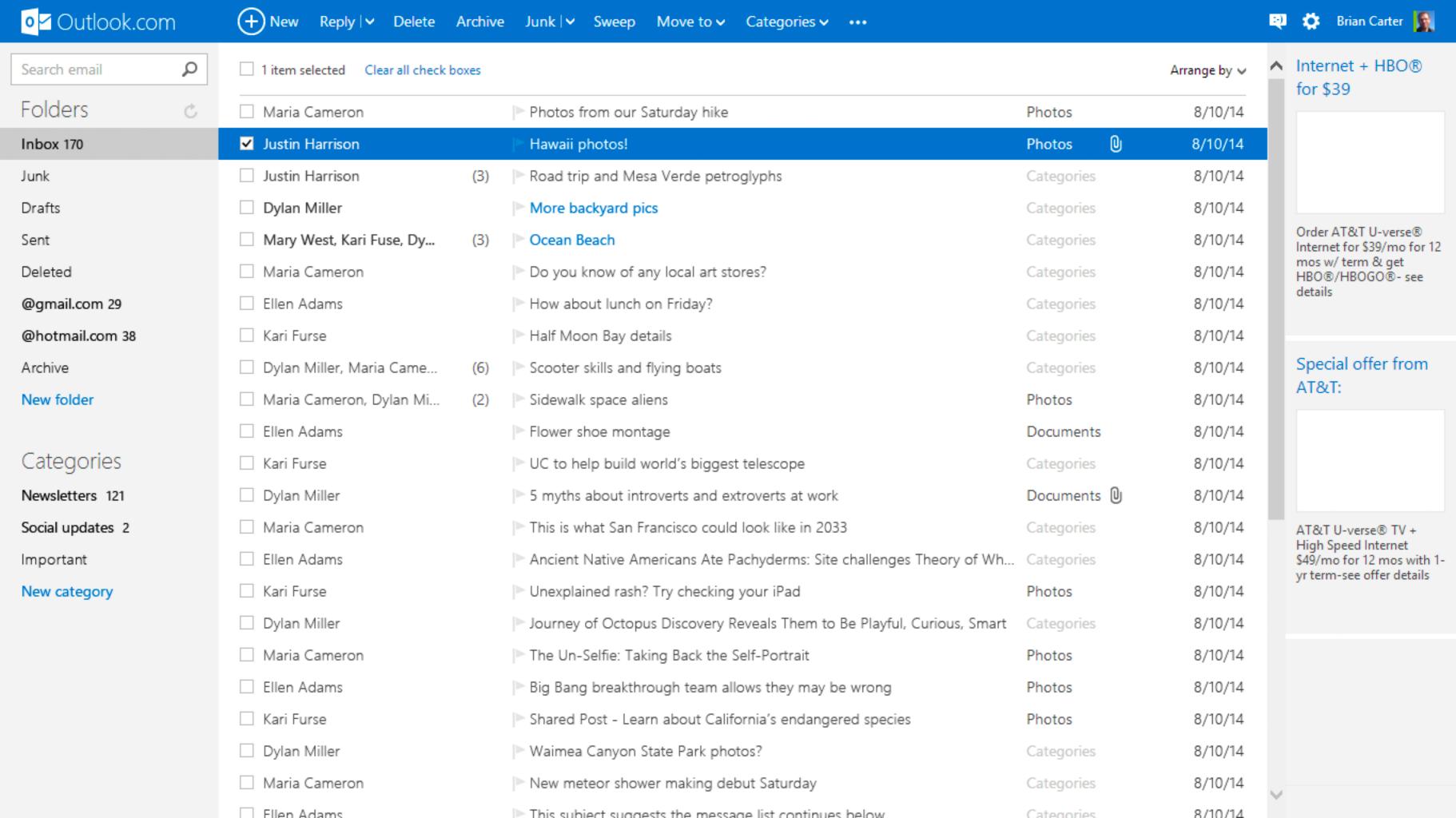


### Outlook.com

I launched Outlook.com and designed new features, layouts, and patterns across Hotmail, Outlook.com, and O365, including vision decks and continuous usability studies.

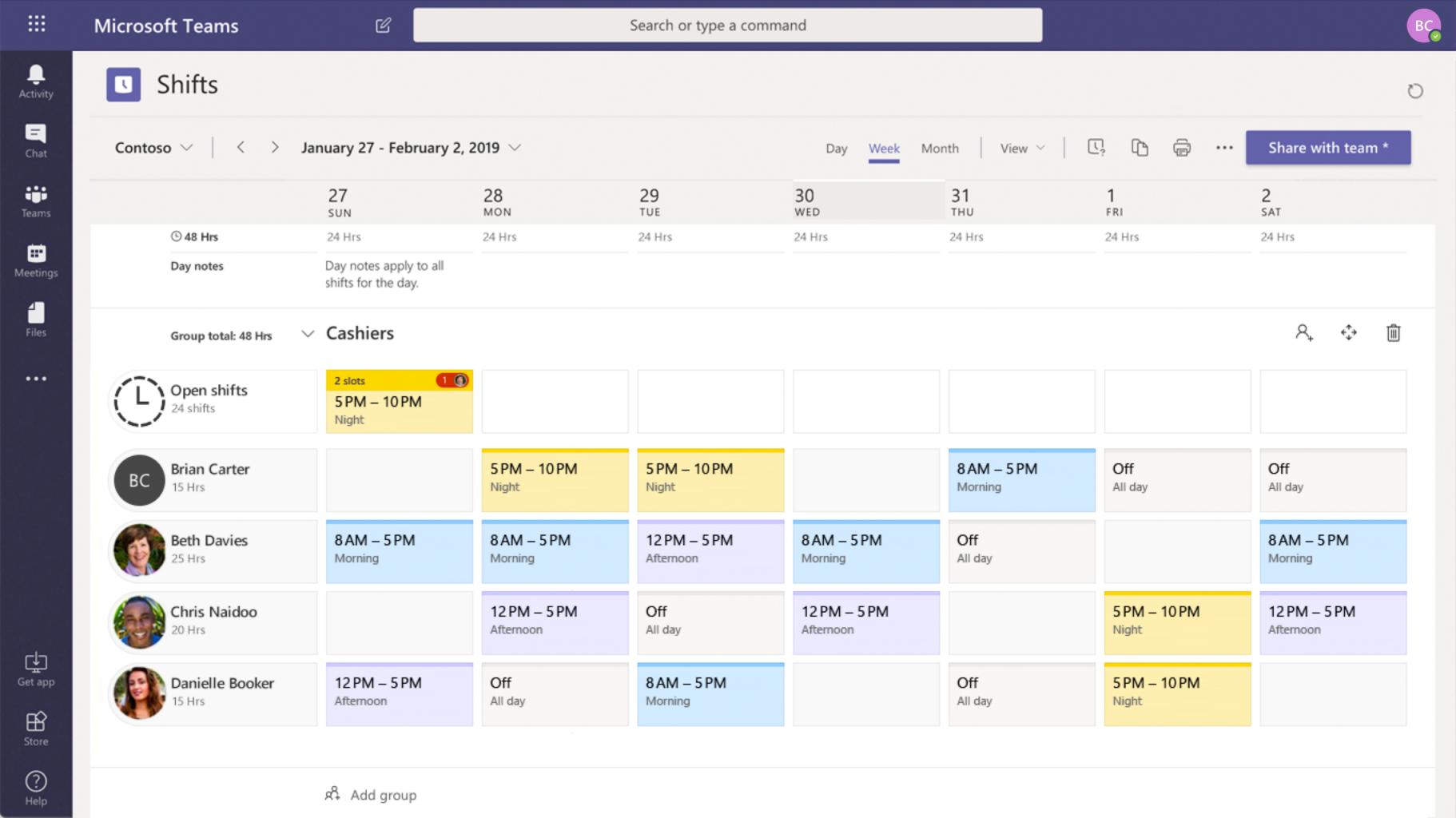


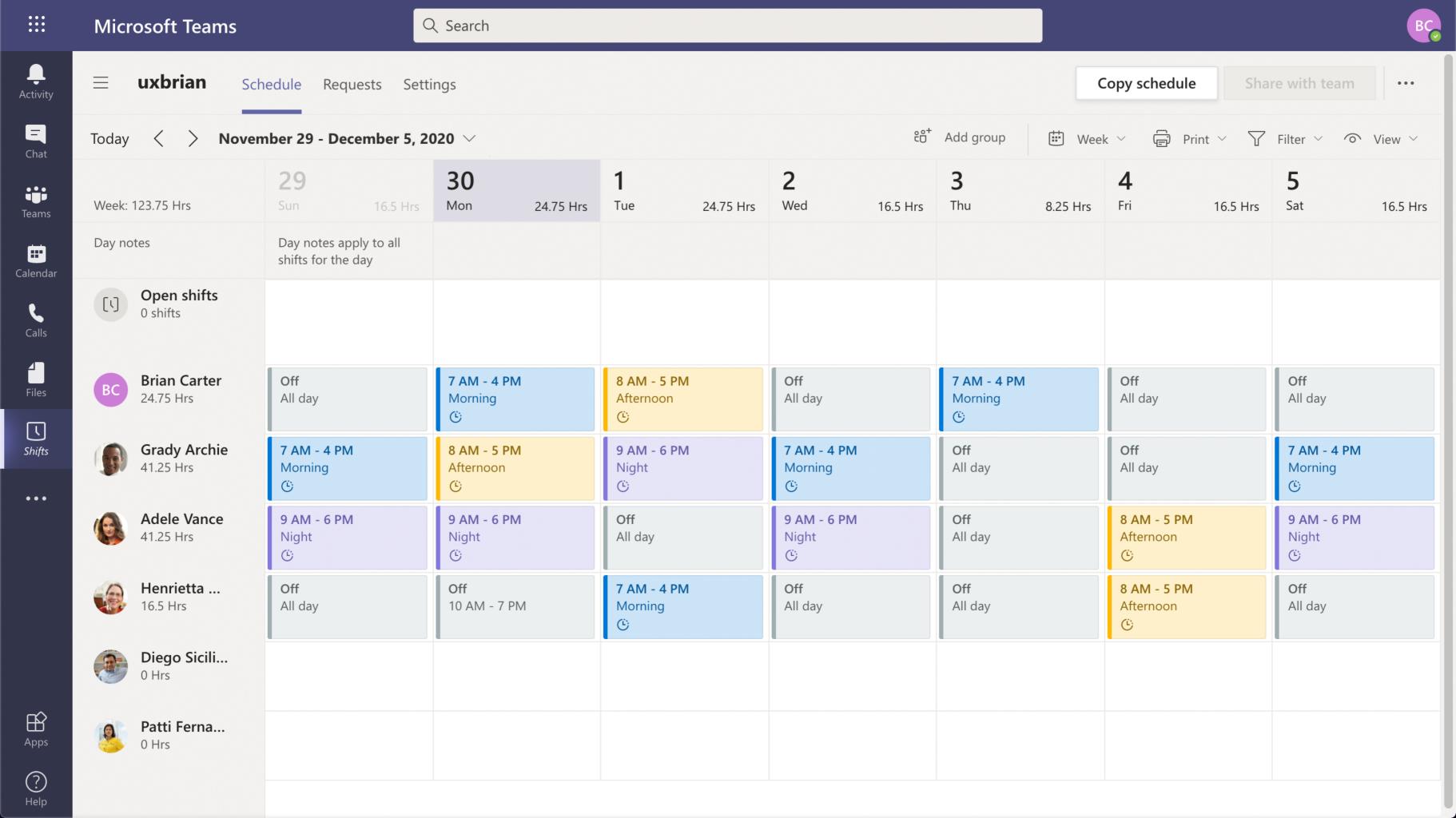


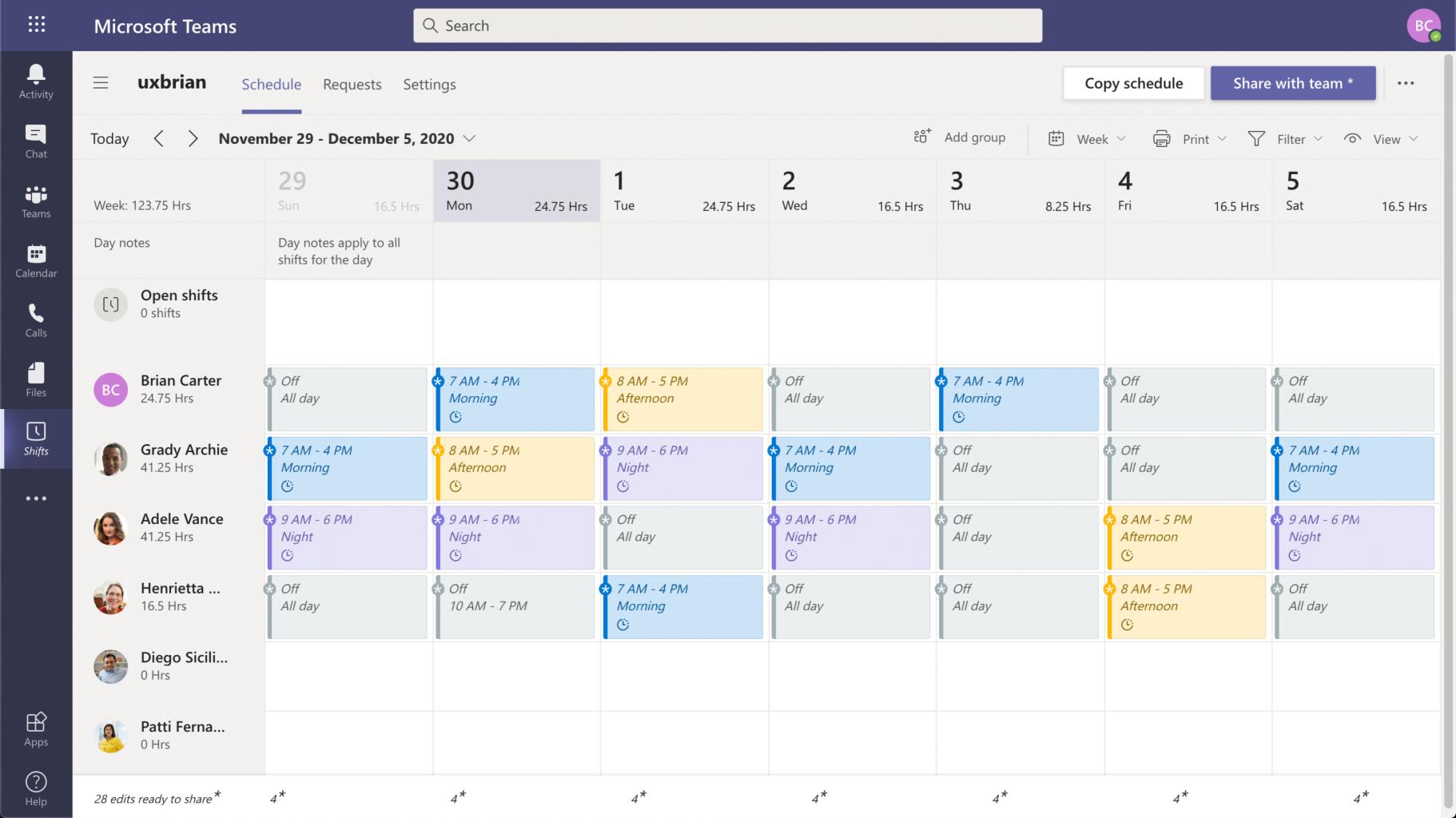


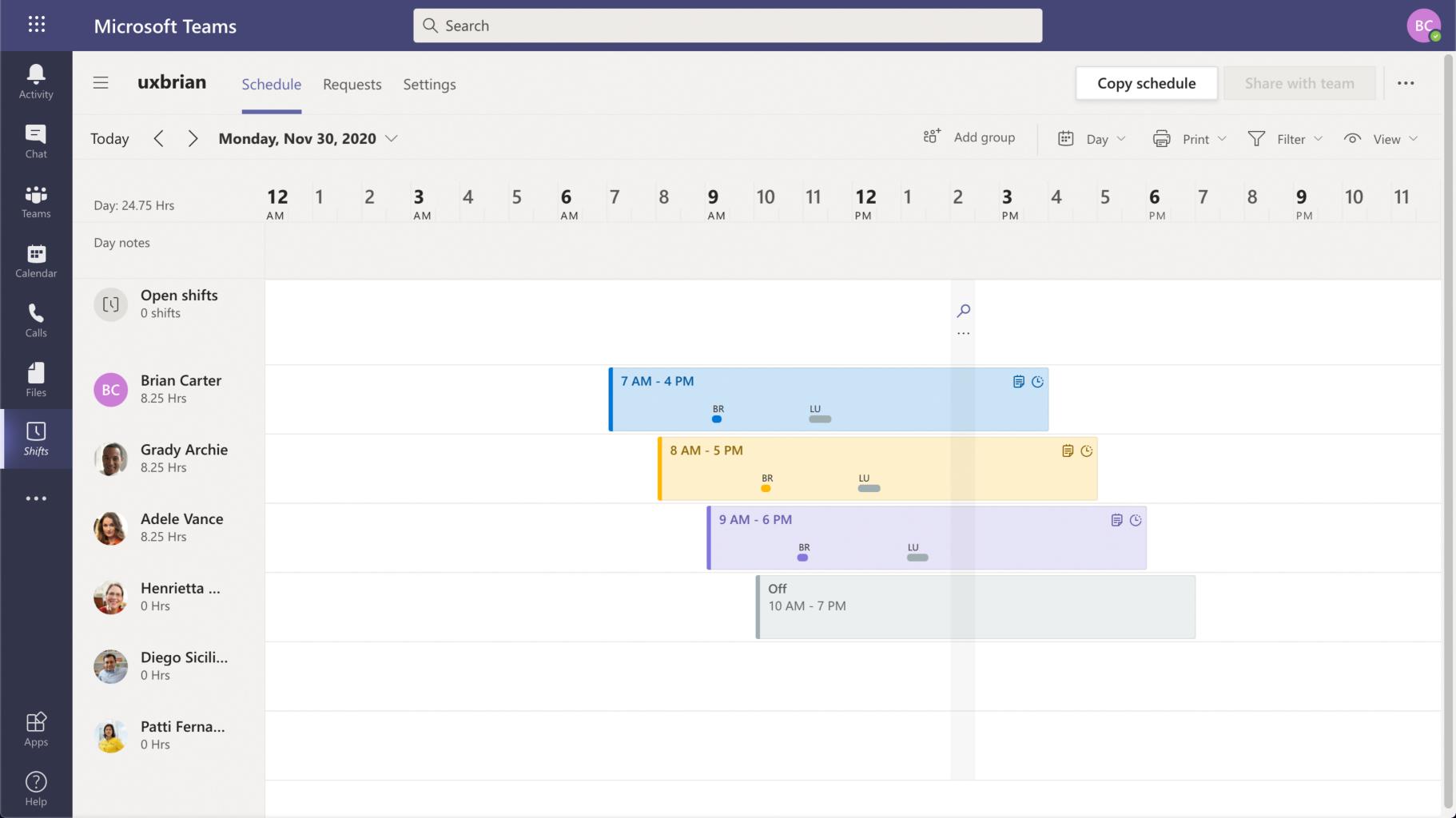
## Microsoft Teams

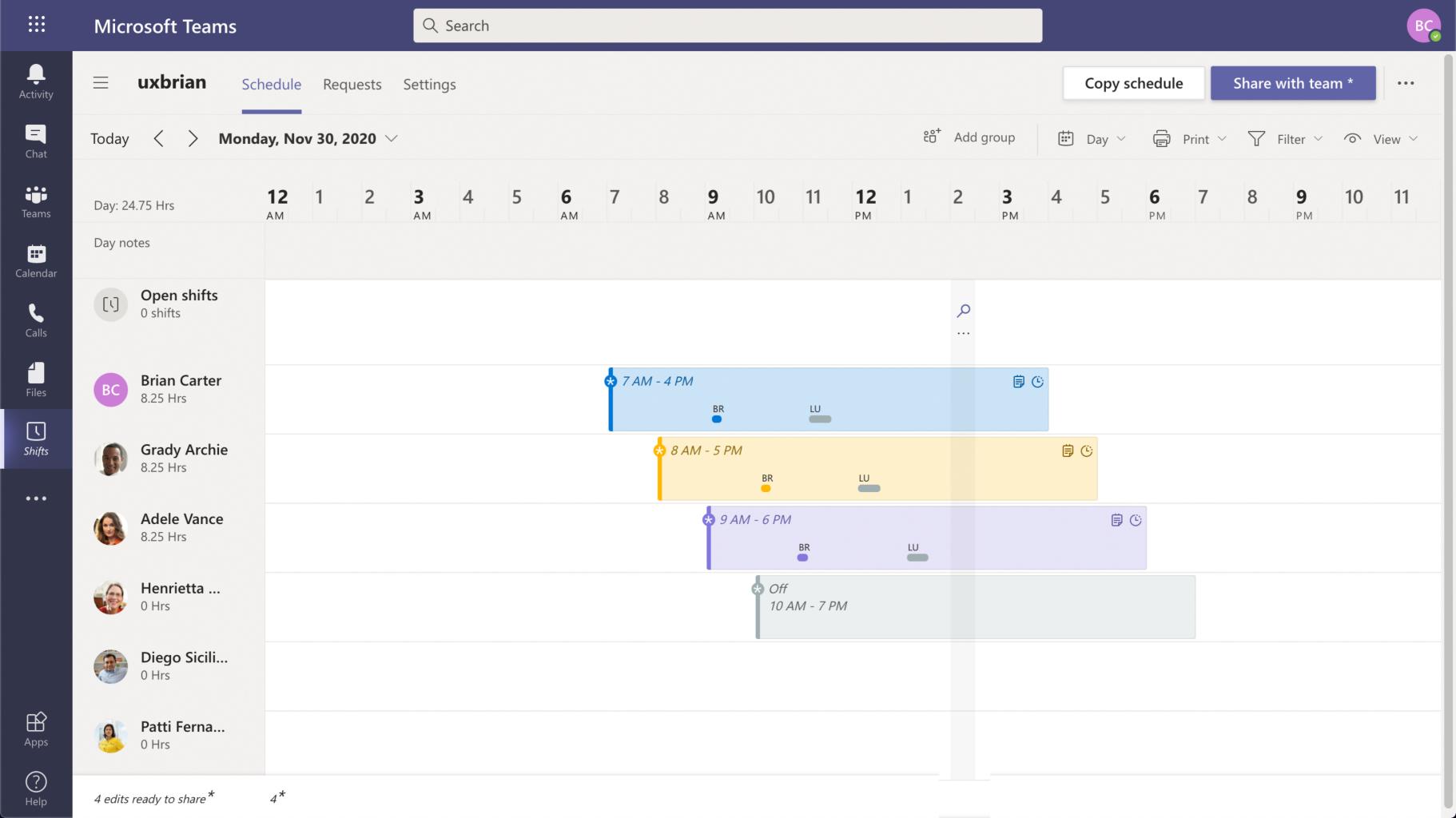
I designed product features for several versions of Shifts. I owned stories across devices, drove print to one page concepts, and unblocked organizations via user collaboration.

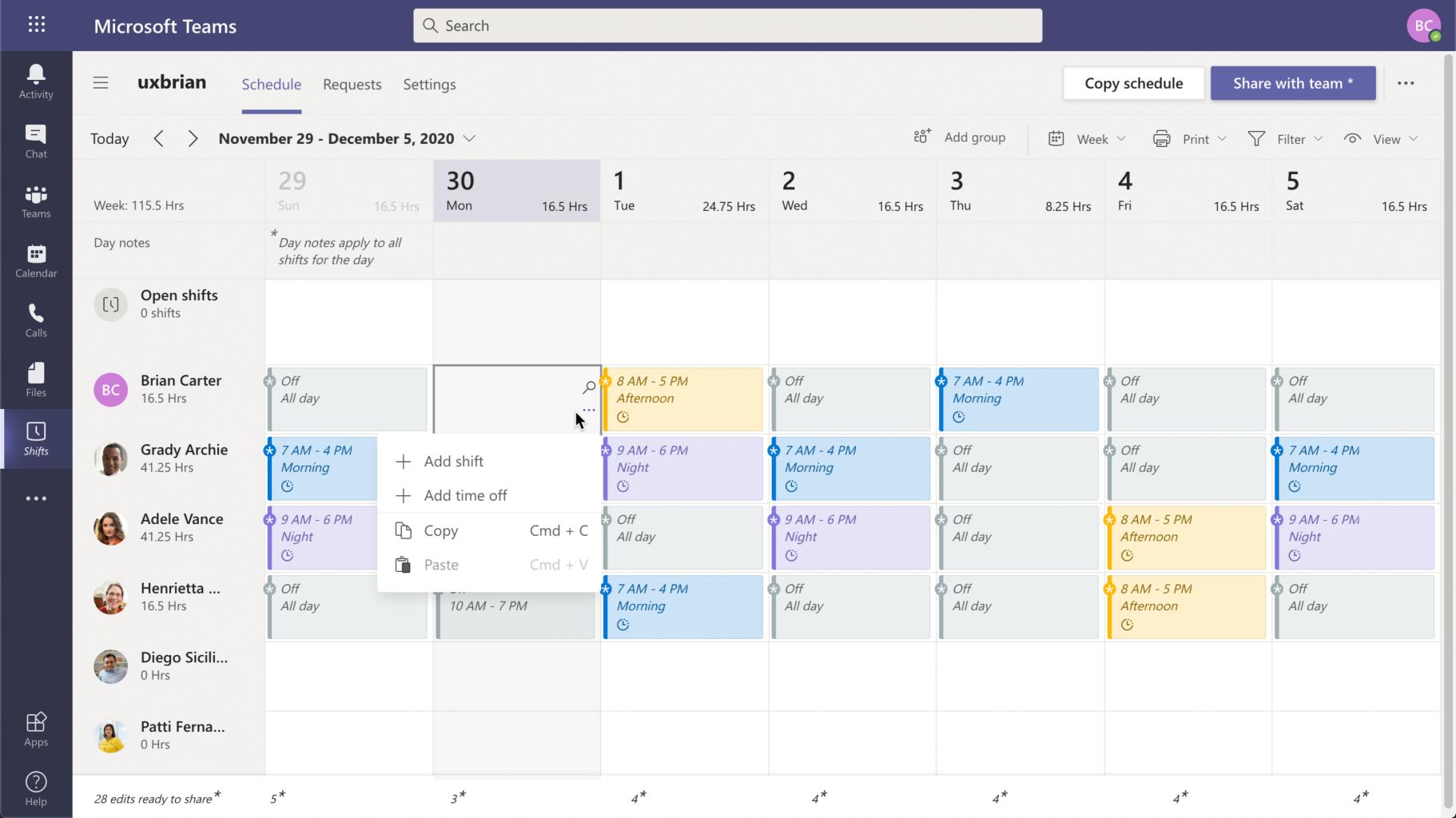


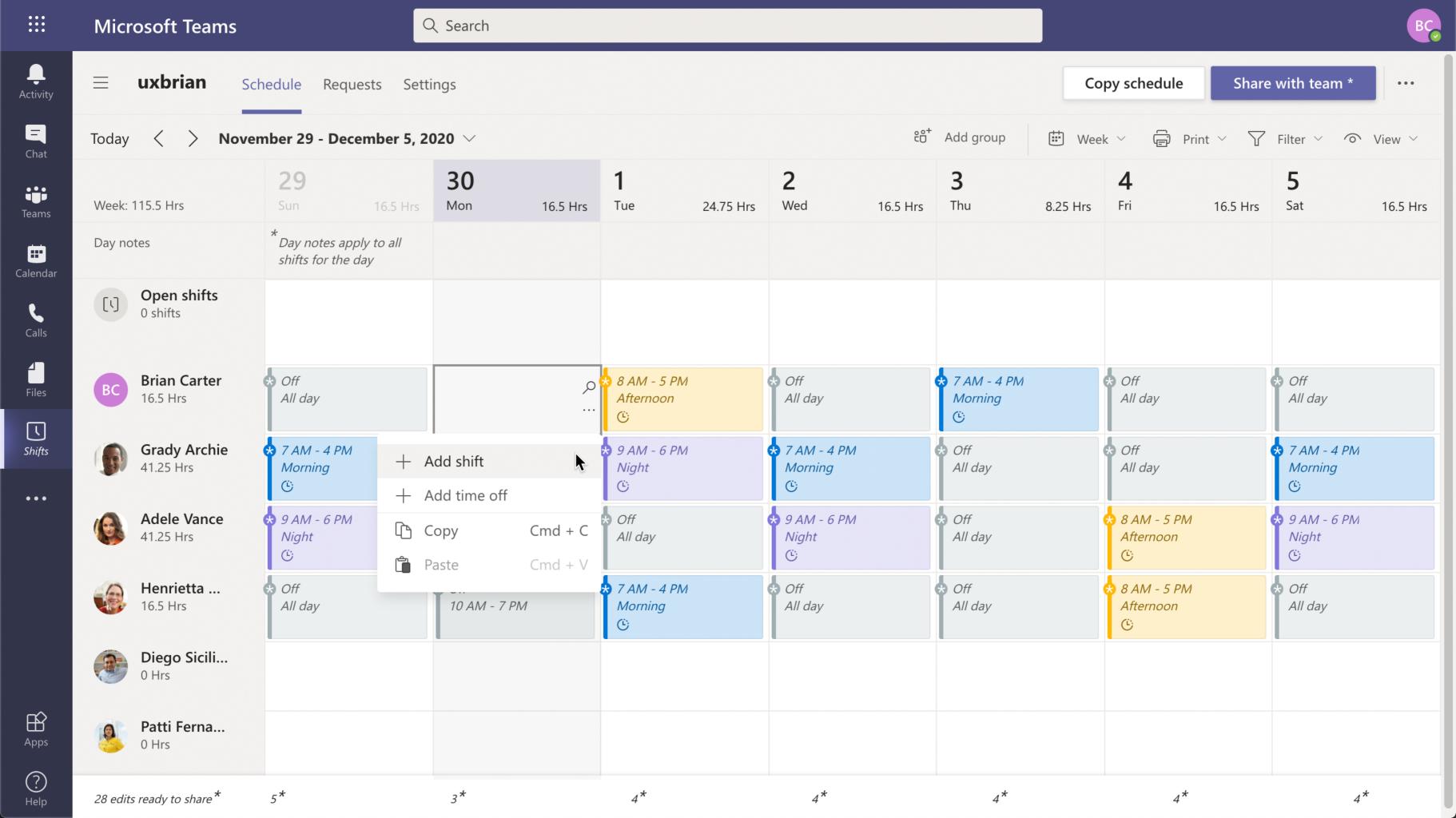


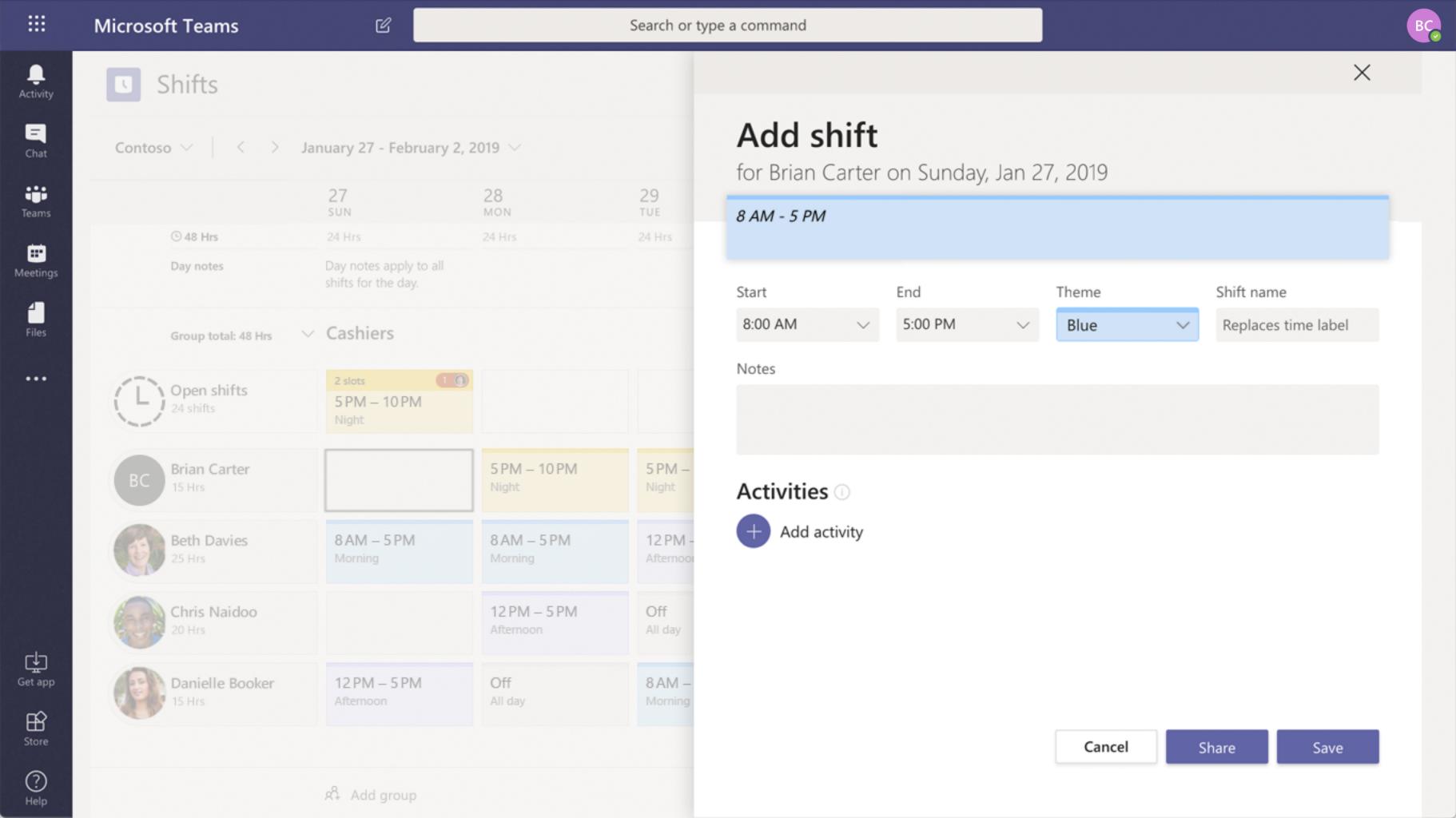


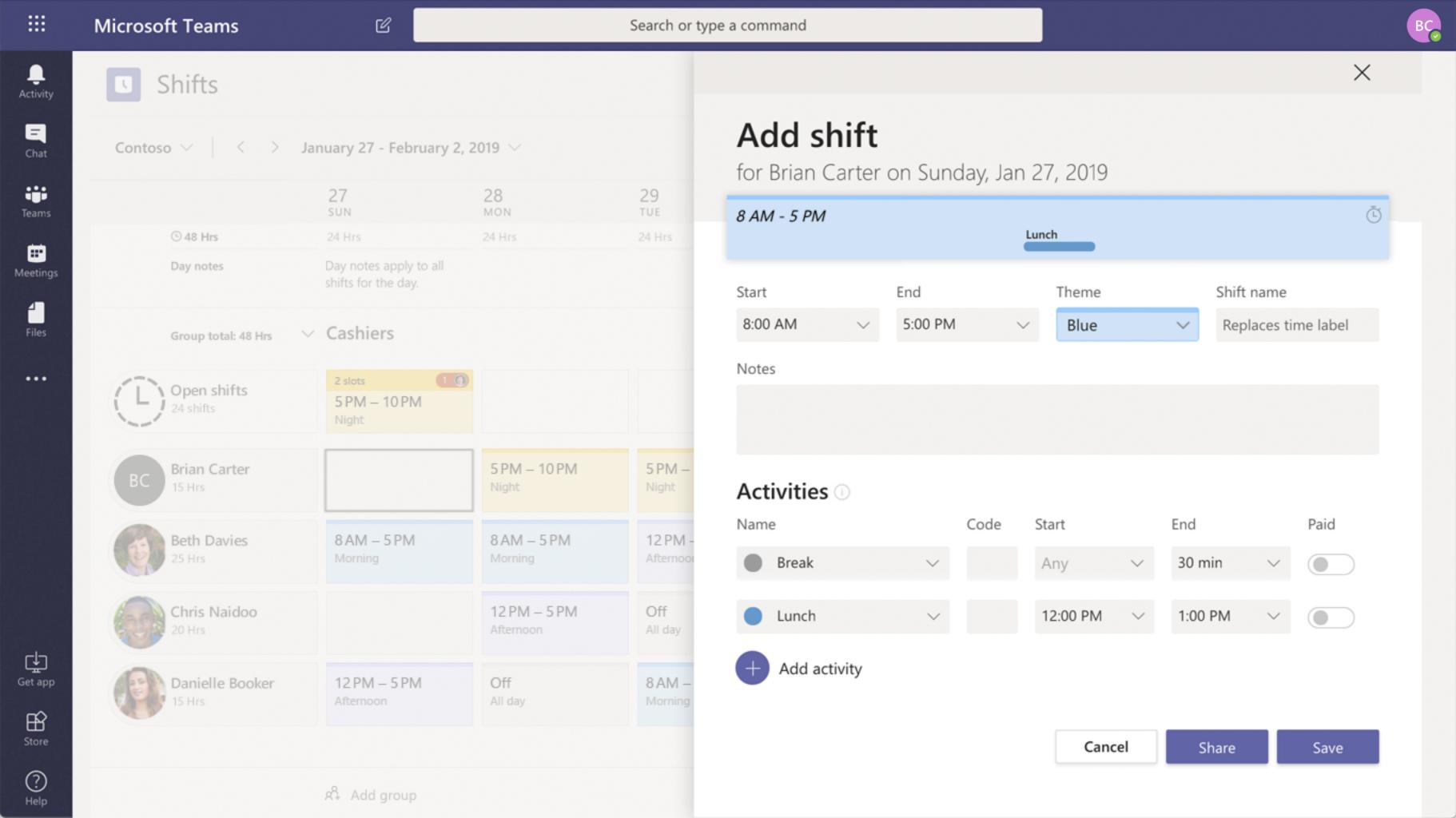


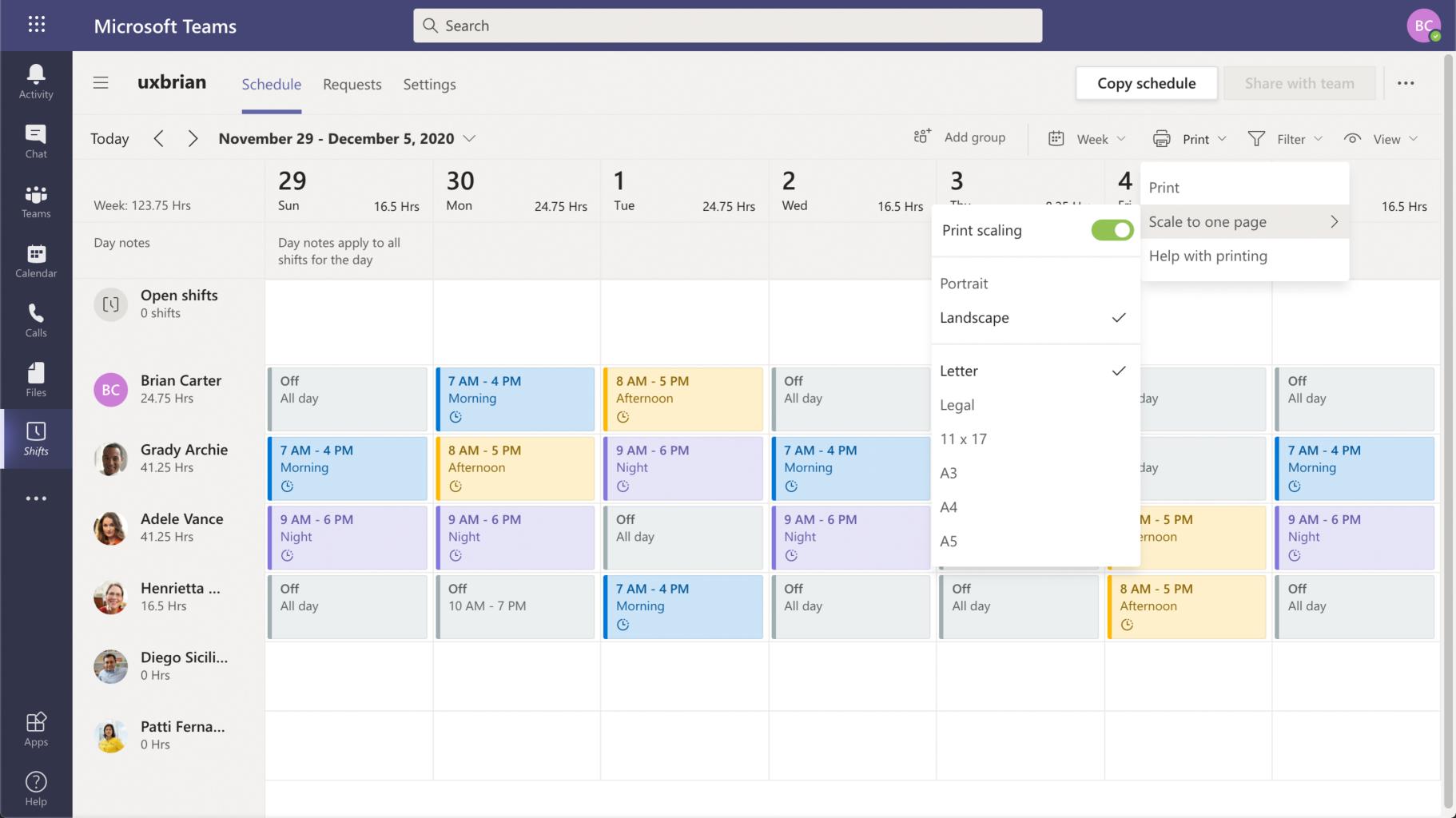


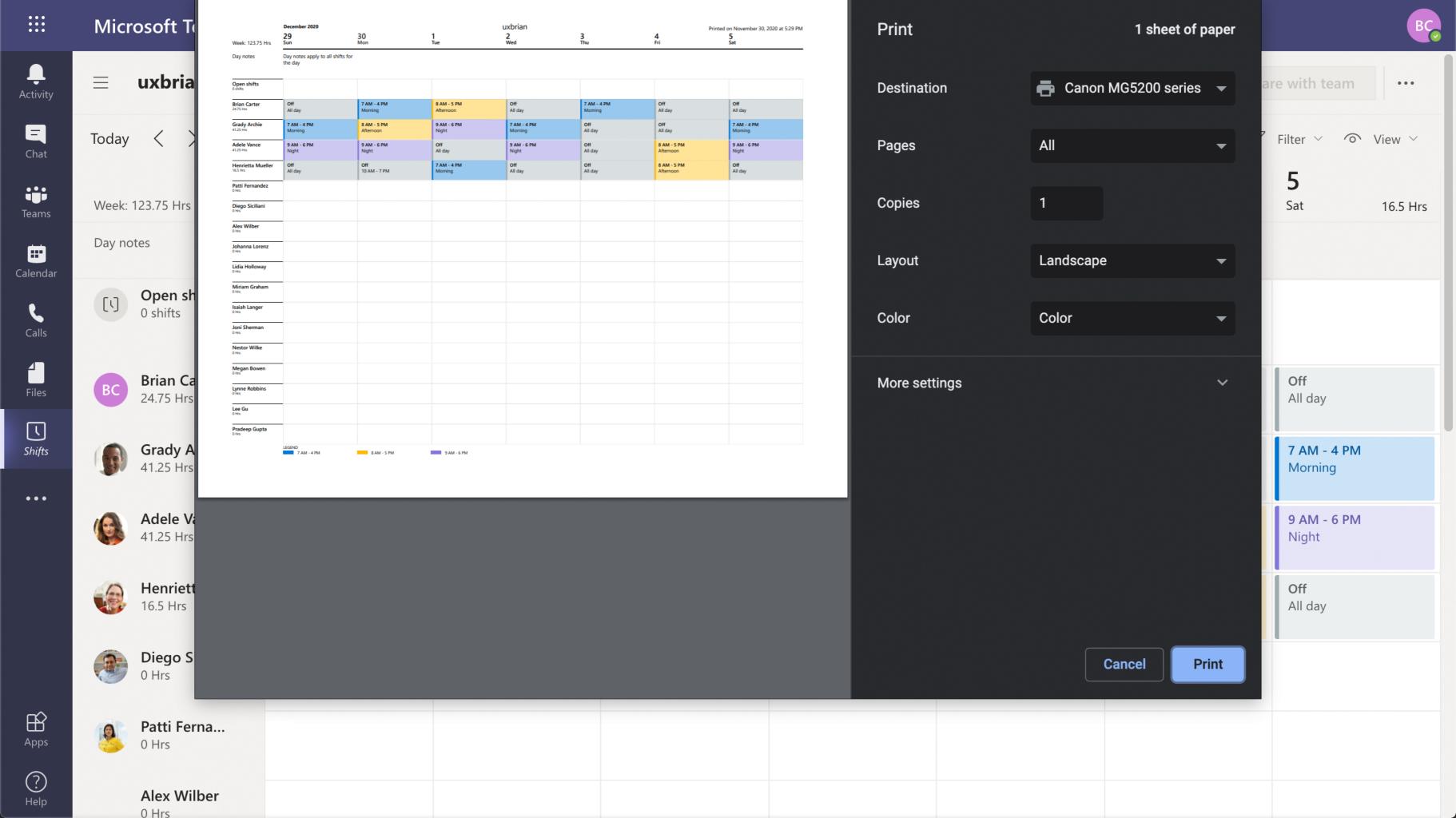












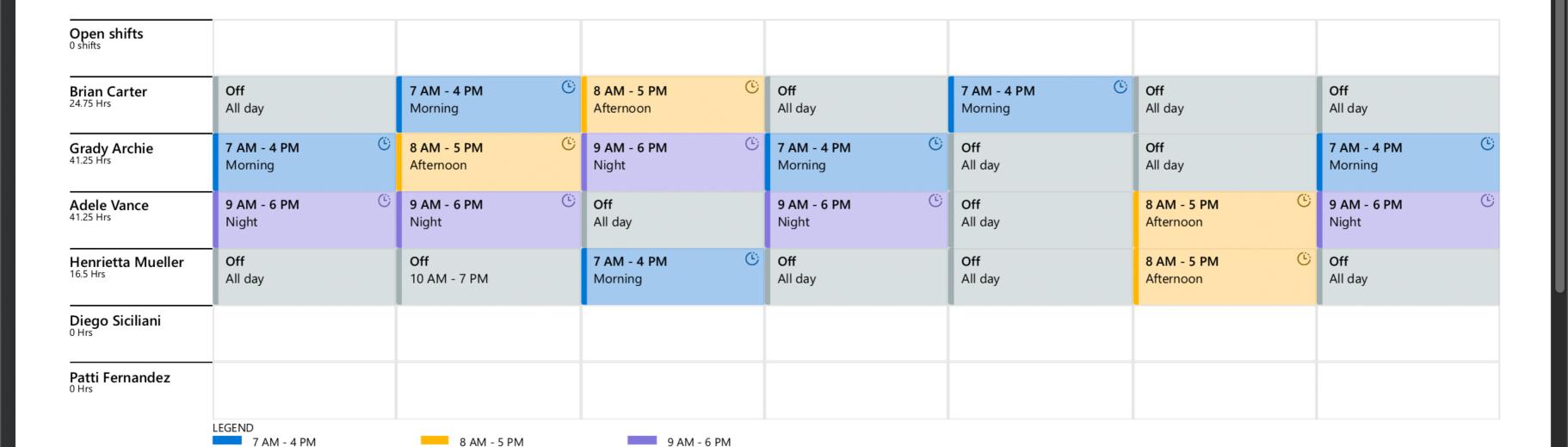




December 2020

29 Sun 30 Mon 1 Tue 2 Wed 31 Mon Printed on November 30, 2020 at 9:54 PM Wed 5 Thu Printed on November 30, 2020 at 9:54 PM Fri Sat

Day notes Day notes apply to all shifts for the day



## Other projects and awards

BFA, Industrial Design at the University of Kansas.

Human-Computer Interaction and Design Methods.

5 year program. Master's equivalent.

Minor in Anthropology.

## Winner, IDEA 2003 Gold Award

The Industrial Design Excellence Awards (IDEA) are dedicated to fostering business and public understanding of the importance of industrial design excellence, and showcase the best industrial design from across the US and around the world.

## Winner, IDEA 2003 Sustainable design

I developed and organized 44 renewable material concepts having physical properties that vary from hard rigid to soft flexible plastics, and used the materials to design biodegradable electronics that are easy to disassemble.





# "Thoughtful research with uncompromising aesthetics.

Craig Vogel, FIDSA, Associate Dean, College of Fine Arts, Carnegie Mellon University.

## Thanks!

## brian.design

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