BRYANREA

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Education

UC Berkeley | School of Information

Master's of Information Management Systems

Graduated May, 2013 | GPA: 3.96

Focused on behavior change, decision-making and applying behavioral economics to design problems to help people make better decisions through technology

Stanford University

B.S. in Symbolic Systems (HCI focus) and B.A. in Psychology (cognitive focus)

Graduated April, 2008 | GPA: 3.56

Coursework focused on user-centered design including need-finding, qualitative research, brainstorming, iterative design, rapid prototyping and usability testing

Skills

Interaction Design

Storyboarding and user journeys, information architecture, wireframing, prototyping, visual design, creating and defining cross-platform components and patterns, design specs, style guides

User Research and Usability Testing

Contextual inquiry, ethnographic interviews, surveys, heuristic evaluation, usability testing

Applications and Technology

Sketch, Adobe Suite, Framer, Pixate, Invision, Axure, HTML, CSS, Javascript. Familiarity with Java, C/C++, Objective-C, PHP, SQL

Experience

Senior User Experience Designer, Inbox + Gmail 5/16 – present

After 12 years in the Bay Area, moved to Switzerland to lead the Gmail team in the Zurich office and gain some more perspective on the world

Lead UX designer for the recently launched Gmail add-ons platform allowing 3rd party developers to build rich, interactive experiences on top of Gmail. Designed a cross-platform component library so developers could write once and run natively on web, iOS and Android. For users, the goal was to reduce context-switching and distraction by bringing the tools they use most directly into their existing email workflow

User Experience Designer, Google Play Music 6/13 – 4/16

Responsible for all things Google Play Music. Designed a new browser-based music upload experience, integrated Songza discovery features post acquisition, redesigned the main Listen Now experience, led a cross-platform Material redesign, refined our paid service to create free, ad-supported radio tier, refined the onboarding and sign up flow, added a family plan experience, built out a new podcast experience, and many many more

Took over as UX Lead in 2015 and managed a team of three designers, a user experience researcher, a prototyper, and a motion designer

Interaction Design Intern, Google Play Music 5/12 – 8/12

Conducted a heuristic evaluation of Google Play Music and explored ways to make the upload experience a more seamless and enjoyable part of the product

Designed a new, more interactive way of listening to and discovering music on Android and web

Assisted on Google Now diary study, analyzed user feedback and worked with the product team to brainstorm solutions to observed usability issues and opportunities

Perfect Cup, UC Berkeley 2/12 – 5/12

Designed and prototyped an iPhone app for capturing, rating and sharing coffee experiences

Interviewed speciality coffee roasters and drinkers to understand needs around tasting, rating, and enjoying coffee, translated needs into scenarios, created wireframes to quickly explore various concepts with users, built final prototype in Axure

Mixed Feelings Visualization, UC Berkeley 2/12 – 5/12

Explored new ways of visualizing ambivalence (simultaneous positive and negative feelings) in public opinion polls through an interactive information visualization

Responsible for initial sketches, wireframes, and visual design

Built final visualization using a mix of HTML, CSS, and JavaScript including the d3.js library

Interaction Designer, Shopping.com 3/07 – 6/11

Involved in all aspects of product development including ideation, information architecture, wireframing, prototyping, user research, visual design, style guide and final spec writing

Launched a successful user research and usability testing program

Lead Interaction Designer for redesign of Dealtime.com, Shopping.com 5-year vision project, and Product Page redesign

Started company book club to encourage idea exchange

LIFT iPod Personal Trainer, Stanford 9/06 – 12/06

Identified user needs around enhancing current gym experience, created Lo-Fi paper prototypes for quick, iterative design, used Flash and JavaScript to build final Hi-Fi prototype

Project won Best Overall Design from panel of industry judges

fMRI Research Assistant, Stanford 6/06 – 9/06

Ran participants in an fMRI study looking at the effects thinking about one's future-self has on decision making in the present, assisted with experiment design, analyzed fMRI and survey data

Ersner-Hershfield, H., Garton, M.T., Ballard, K., Samanez-Larkin, G.R., & Knutson, B. (2009). Don't stop thinking about tomorrow: Individual differences in future self-continuity account for saving. Judgment and Decision Making, 4(4), 280-286.

Ersner-Hershfield, H., Wimmer, G.E., & Knutson, B. (2009). Neural evidence for selfcontinuity in temporal discounting. Social Cognitive and Affective Neuroscience, 4(1), 85-92.