

BRANDON BRUCE

Seasoned Product Designer

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I'm a proven ux/product designer and leader with 15+ years of experience who has taken 20+ SAAS and enterprise products from ideation to launch, helping generate over \$100M in annual revenue.

I'm your ideal hire for your **Product Designer** role. Here are 5 reasons why:

1. **Seasoned end-to-end full-stack designer:** I've established product design strategies and refined end-to-end iterative design processes for numerous complex products, successfully implementing user-centric and lean UX practices while mentoring junior designers.
 2. **Confident communicator and collaborator:** In previous roles, I effectively collaborated with cross-functional teams (engineering, PM, etc.) and leaders in an agile environment to define user models, interactions, UI, and design strategies.
 3. **Creative problem solver:** I've consistently translated complex ideas into simple, elegant user workflows through data-driven information hierarchy, iterative design processes, and effective design patterns.
 4. **User advocate and design expert:** My experience has taught me to cultivate user empathy through effective research methods and apply data to inform design decisions. I excel at creating clean visual solutions that satisfy both user needs and business goals.
 5. **Self-driven, results-oriented team player:** I take a smart, low-ego approach to facilitate productivity in myself and others. I'm a fast learner, highly adaptable, and growth-minded when managing multiple projects and prioritizing work effectively.
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PROFESSIONAL EXPERIENCE

Senior Product Designer | nCino (Remote) | 2024 - Present

Senior designer for fintech cloud banking solutions, driving iterative design processes by overseeing research, wireframing, and prototyping for complex financial workflows.

Key Contributions:

- Integrated AI tools into the product design process and into product features/experiences.
- Led user-centered redesign of critical banking workflows for commercial banking platform (fintech)
- Collaborated with cross-functional teams to define and deliver innovative UX solutions aligned with business goals
- Created comprehensive user flows, wireframes, and high-fidelity prototypes
- Partnered with engineering to ensure accurate implementation of designs
- Iterated designs based on user feedback, analytics, and market trends

Principal Product Designer | Inside Real Estate (Remote) | 2017 - 2024

Primary product design lead for kvCORE (desktop & mobile apps) a market-leading real estate SaaS platform serving 250,000+ businesses.

Key Contributions:

- Drove and defined end-to-end UX design process from research and ideation to high-fidelity prototypes
- Maintained NPS scores exceeding 30 for 4+ consecutive years through user-centered design
- Created user-centric designs for kvCORE mobile app, resulting in thousands of downloads and 4.4 review score

- Led UX team in establishing and maintaining design systems in Figma for consistency across products
- Collaborated with product management to shape roadmaps based on user insights and business goals
- Mentored junior designers and fostered a culture of continuous learning and improvement
- Conducted user research and usability testing to inform user journeys and enhance product experience

Senior UX Designer | Entrata | Lehi, UT | 2015 - 2017

Led UX design for property management (accounting) software, specializing in accounting and financial workflows.

Key Contributions:

- Directed multiple UX projects across new and existing products within enterprise property management software
- Designed specialized accounting and financial user experiences for complex property management tasks
- Collaborated with cross-functional teams to develop industry-leading enterprise web applications
- Implemented lean UX principles to balance user needs, business goals, and technical constraints
- Enhanced help section through UX design solutions and frontend code contributions

Senior UX Designer | Knowlysis | Orem, UT | 2009 - 2015

UX design consultant for major enterprise clients across multiple industries.

Key Contributions:

- Led end-to-end UX design process from concept and research to wireframes and final designs
- Transformed complex concepts into elegant, user-centric solutions for large-scale B2B interfaces
- Revamped user experiences for prominent platforms including AMA, AICPA, AT&T, USPTO, and DrFirst
- Collaborated with executives and key stakeholders to secure significant consulting contracts

Web Designer/Developer | Spark Networks | Provo, UT | 2008 - 2009

CORE COMPETENCIES

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|-------------------|-----------------------------|----------------------------------|
| • Figma Expertise | • UX Strategy & Research | • Cross-functional Collaboration |
| • Design Systems | • User Advocacy & Empathy | • Design Management & Leadership |
| • HTML/CSS/JS | • Wireframing & Prototyping | • Design Thinking |
| • v0, Claude, AI | • User Testing & Validation | • Information Architecture |
| • Problem Solving | • Agile & Scrum | • Accountability |

EDUCATION

Bachelor of Arts in Advertising & Marketing Communications

Minor in Psychology

Brigham Young University, Provo, UT