Nico Bryan

nicobryan.com • contact@nicobryan.com • New York

Summary

Product designer, UX researcher, and front-end developer with over 10 years of experience creating digital products across industries like fintech, robotics, and e-commerce. Proven ability to increase business metrics through research, strategic design, and intuitive interface development.

Experience

Product Design Lead & Front-End Developer | Contractor

January 2021 – Present • New York, NY

- Led design, user experience (UX) research, and user interface (UI) development driving thousands of views, sign-ups, and purchases for digital products in fin-tech, data governance, fashion, hospitality, and NFT art industries.
- Developed an interactive 3D home exploration app for Nabr, contributing to a 300% increase in user visits and a 10x increase in lead generation compared to the prior landing page.
- Designed and developed an e-commerce platform translating fashion collections into purchasable garments, generating a 4x increase in sales.

Product Designer | Foxglove Robotics

October 2022 – January 2024 • New York, NY

- Led user experience (UX) research and executed the product design process for a suite of robotics tools, including a data visualization application, contributing to a 2x increase in user sign-ups.
- Designed features for a robotics application, introducing webhooks, onboarding processes, dashboards, single sign-on (SSO) functionality, and H264 video functionality, supporting a 20%+ increase in daily active users.
- Conducted usability tests and user interviews for business-to-business (B2B) and business-to-consumer (B2C) users to identify key product pain points and provide actionable solutions to improve in-app user experience.

UX Architect | Evolv Ai

July 2019 – December 2020 • San Francisco, CA

- Utilized Evolv AI's platform to design and execute multivariate tests for major clients including Verizon, DirectTV, and Rakuten, significantly contributing to client annual revenue growth by driving millions in additional revenue.
- Led user research employing analytics, competitive benchmarking, and heuristic evaluations to facilitate AI-driven optimization and testing across thousands of UI variants. This approach enhanced the user experience, demonstrating a more than 75% success rate in achieving key performance indicator (KPI) improvements.
- Designed UI variants for optimization research while leveraging in-app localization for various languages (English, French, Korean, Japanese, Dutch, and Portuguese), resulting in a 35% average increase in user conversion rates.
- Created and implemented a streamlined process for developing UI mockups and obtaining client design approvals, contributing to a 4x increase in client acceptance for presented UI and UX design solutions.

Product Designer & Front-End Developer | Contractor

April 2015 – June 2019 • New York, NY

- Executed design across Lev, DTour, and Softprofiles teams, creating compelling visual and UX frameworks that contributed to securing over $30M in funding rounds, based on investor confidence in product viability and market fit.

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- Designed comprehensive style guides and component libraries, increasing the engineering and product issue completion rate by 20% during development cycles.
- Accelerated functional MVP development by crafting detailed wireframes and prototypes, enabling early beta testing with over 100 adopters months ahead of schedule.

UX Researcher & Designer | Yellow Mango Studios

May 2013 – March 2015 • New York, NY

- Developed user personas, wireframes, and storyboards, strategically guiding the visual design process for optimal user experience.
- Led usability research and optimization testing, including A/B testing, for two mobile applications, identifying critical insights for product enhancements.
- Conducted over 200 user testing sessions, applying UX research to translate feedback into a 55% increase in engagement metrics and a more intuitive UI.

Education

Bachelor of Arts in Psychology

Fordham University • New York, NY

Skills

Design

UX Design, UI Design, Wireframing, Prototyping, Web & App Design, Information Architecture, User-Centered Design, Design Thinking, Design System Creation, UI Branding, UI Personalization, UI Animation, Accessible Design, Localization Design, Optimization Design, Data-Driven Design, AI-Dependent Design, Print Design

Research

User Interviews, Persona Development, Journey Mapping, Usability Testing, Prototype Testing, Heuristic Evaluation, UX Heuristic Analysis, Task Analysis, Contextual Inquiry, Diary Studies, Focus Groups, Surveys & Questionnaires, A/B/N Testing, Optimization Testing, Analytics Review, Quantitative & Qualitative Data Analysis, Content Analysis, Card Sorting, Benchmarking, Eye Tracking

Front-End Development

HTML, CSS, CSS Modules, Javascript, Typescript, Node.js, React, React Native, Redux, GraphQL, Next.js, Git, Storybook, Chromatic

Tools

Figma, Sketch, Adobe Creative Cloud, Google Analytics, Adobe Analytics, Zeplin, Whimsical, Miro, Mural, AI image & text generator prompting