

# BRIAN FREEMAN

PRODUCT DESIGN LEADER

## CONTACT

(561) 542-5839

[bfreemanfl@gmail.com](mailto:bfreemanfl@gmail.com)

[www.brianfreemandesign.com](http://www.brianfreemandesign.com)

[in www.linkedin.com/in/bfreemanfl/](https://www.linkedin.com/in/bfreemanfl/)

## EDUCATION

### Art Institute of Ft. Lauderdale

Web design, Graphic design, Video, Motion graphics, Animation

### American Graphics Institute

User Experience (UX) Design - 2016 Certification

### University of Central Florida

Liberal Arts

## SKILLS

User-centered design  
Leadership  
Mentorship  
Design OPS  
Design thinking  
Growth design  
User research  
Usability testing  
Design systems  
Sprint / Strategy facilitation  
Remote team leadership  
High fidelity prototyping  
Leading L&D initiatives  
Team culture/morale leader  
Tools: Figma, FigJam, Sketch, Adobe CC, Principle, JIRA, Asana, Miro

## SUMMARY

Product Design Leader with **over twenty years** of distinguished performance building exceptional design teams and creating best-in-class digital experiences. Dynamic team leader with experience coaching in-person and remote teams of Product Designers, UX Writers, UX Researchers, and Visual Designers, and aligning cross-functional teams and C-suite level stakeholders. Extensive experience creating high-converting user journeys and designing delightful products across finance, media, and social industries.

## WORK EXPERIENCE

### Red Ventures | 2018 - Current

#### Director of Product Design

My current focus is on people management and design team OPS. As director, I'm in charge of growing talent and maintaining a strong cultured team. Managing entire project lifespans through Agile SCRUM, Stakeholder interviews, Lead brainstorming sessions, A/B Testing, Produce UI/UX Wireframes, Prototypes (high and low fidelity), detailed mocks via Figma. Whether it's facilitating co-creations, focusing on team process tools or cross team dynamics, I'm always thinking of how we can work more efficiently and effectively going forward.

### Bankrate | 2007 - 2018

#### Senior UX Designer / Manager

Provide visual communications for web/interactive/video/advertising/marketing/print. Collaboration with senior management and top partners (Yahoo, MSNBC, Fox News, etc). Manage entire project lifespans through Agile SCRUM, Stakeholder interviews, Lead brainstorming sessions, A/B Testing, Produce UI/UX Wireframes, Prototypes (high and low fidelity), detailed mocks via Sketch or Adobe CS products. Lead, manage, and mentor in-house junior and mid level designers. Front-End developing via HTML & CSS. Facilitating creatives for editorial team (infographic creation, interactives, storyboarding, and lead brainstorming sessions). Produce motion graphics for video department via After Effects, and storyboarding animations.

### Web Power | 2004 - 2007

#### Senior UI Designer

Lead designer through a major redesign/rebranding of the company. Responsive templates, mobile enhancements, focused on UX best practices. I also worked as a producer/editor with video content, both on DVD/BluRay media, as well as repurposing for the web.

### Civins Productions | 2000 - 2004

#### New Media Specialist

Lead designer, editor, and animator. My drive for learning and research of what's trending, earned me this title. I lead all new technology drives. Video editing, motion graphics, web design and development, authoring new media, video for web and other digital platforms.