



Brian Powers

Director, Designer, Developer

Contact

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About

- I've spent over 15 years designing games, apps and web based products. This has given me an in-depth understanding on what drives user retention, engagement, and conversions.
- I'm used to wearing multiple hats and translating between disciplines depending on what a project requires.
- I'm passionate about seamless and elegant designs in all areas of life whether it's a mobile game for kids, or a desktop website for senior citizens. Design influences every area of our life and it should always be clean, responsive, and easy to understand.

Skills

- | | |
|---------------|------------|
| Photoshop | HTML |
| Illustrator | CSS |
| Adobe XD | Javascript |
| After Effects | Git |
| Premier | Perforce |
| Figma | Maya |
| Miro | Unity |

Experience

UX Director

UX IS FINE!

Dec 2021 - Present

- Responsibilities include managing teams of UI/UX designers, comprehensive audits of new and existing client projects, directing and providing feedback on teammember's work and managing client relationships.

Senior UI/UX Designer

Blue Cross Blue Shield of Massachusettes

Jan 2021 - Dec 2021

- I was hired to redesign the UI/UX of the user homepage to encourage engagement, understanding and ease of use. This included incorporating a new dynamic messaging system as well as a completely different IA.
- Also responsible for multiple future design initiatives including a redesign for viewing/filing claims, finding doctors and a health tracking companion app.

Lead UX Designer - Contractor

UX IS FINE!

Jul 2020 - Jan 2021

- Working with multiple clients doing UX/Game design and consulting.
- Responsibilities included audits of existing game systems, testing user onboarding and feedback loops, full wireframe mockups and userflows.

Lead Game Designer

Backflip Studios

Feb 2014 - April 2017

- Responsible for interactive and UX design on multiple products including Dungeons & Dragons, Monopoly, and DragonVale.
- Worked with teams of designers, developers and artists to create user stories, look and feel guides, UX user flows, wireframes and prototypes.

References

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|----------------|----------------|---------------|
| Neil Edwards | Jeff Bland | Jonas Wills |
| UX IS FINE | FOVE | Leaftail Labs |
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