

# BRIAN DELANEY

PRODUCT | EXPERIENCE DESIGNER

## CONTACT

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## SKILLS

### | Notable Competencies

Wireframing & Prototyping  
Problem Solving  
Cross-Departmental Communication  
Team Management  
Design & UX Principles  
Customer Research & Interviewing  
Beta Testing  
SaaS Principles  
Persona Definitions  
User Mapping  
Market Research  
Data Analysis  
Agile Product Development  
OKR Framework

### | Languages & Syntax

SQL  
HTML / CSS  
Javascript

## EXPERIENCE

### PRODUCT MANAGER Proposify | 2019 – 2021

- Led a team of a dozen multidisciplinary workers, utilizing SCRUM practices to define and execute each sprint, including planning, backlog grooming, test case reviews, and sprint retrospectives.
- Worked with DataOps to target key results that best complimented our quarterly objectives.
- Built the foundation of a company-wide design system using a combination of Sketch and Anima. Reusable and responsive design components helped to speed up prototyping and front-end development.
- Researched, planned & spearheaded a new freemium model for the company, doubling customer acquisition and significantly boosting the activation of several 'sticky' features.
- Conducted weekly customer interviews and, from these interviews, created shared highlight videos to reinforce 'customer vision.'
- Spent six months as 'Triage Squad' manager; continuously solving customer incidents in real-time as feedback came in over the support channels. Played a crucial role in defining workflows to optimize this process.
- The chief architect of several application advancements: global styling features, content locking & layering, drag and drop UI enhancements, and CMS integrations.
- Was an active member of the Equality & Diversity team
- Won company Hack-a-thon two years in a row

### PRODUCT | UX DESIGNER Brave New World | 2010 – 2018

- Collaborated with professors and subject matter experts to craft supplementary digital learning interactives for several renowned publishers, including MacMillan, McGraw-Hill, Pearson, and Wiley.
- Led several digital promotional initiatives for popular television properties, including 'The Deadliest Catch,' 'Canada's Worst Driver,' and 'The Trailer Park Boys.'

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## SKILLS

### | Analytics & Data Tools

Gainsight

Heap Analytics

Mode

Excel

Google Sheets

Google Analytics

Perdo

### | Product & Creative Tools

Sketch

Adobe Creative Suite

Jira

InVision

Anima

Miro

parabol

ProductBoard

Intercom

## EDUCATION

### DIPLOMA OF MULTIMEDIA DESIGN

McKenzie College

2003

### EXTENDED STUDIES: SCREENWRITING

Nova Scotia College of Art And  
Design

2001

### BACHELOR OF ARTS: ENGLISH

Dalhousie University

1990 — 1993

## EXPERIENCE CONTINUED

- Interviewed students about what types of online learning interactives they most enjoyed. Tracked and analyzed what interactives they completed and what effect this had on their overall grades.
- Travelled to Alaska to collaborate with community leaders and scholars on an online educational exploration of Alaskan culture. As both the narrative writer and interactive designer, I worked on gameplay experiences and main story points, effectively communicating all key learning objectives.
- Revamped the user experience of 'The Canadian Encyclopedia' website, simplifying content hierarchy, optimizing contextual search, incorporating interactive timelines, and grouping related articles into captivating collections.

### DEVELOPER | INTERACTIVE CREATOR

EOA Scientific | 2007 — 2010

- Developed and designed dozens of interactive online learning modules covering core subjects such as weather, geology, electricity, chemistry, astronomy, and oceanography.
- Built an online simulation of an explorable marshland. Responsibilities included game development, map building, character walk cycles, and dialogue trees. Students stepped into the role of an inspector, taking pictures of wildlife and interviewing 'heroes' that helped to maintain habitat.

## SELECT BRANDS I'VE WORKED WITH

