

BRIAN DELANEY

PRODUCT LEADER | EXPERIENCE DESIGNER | CURIOUS SHEPHERD

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PROFILE

Throughout my life, I've been lucky to have a special talent for finding connections in complex systems and tough problems. I developed this skill by exploring various interests including design, human interaction, music, storytelling, sports strategy, nature, and user interfaces. When I share this simplified way of looking at things with my team, we always discover new and clear paths to start quickly, make improvements, and work efficiently. My value proposition combines a wealth of diverse experiences with a passion for extracting the root of cause of problems and a proven track record of cultivating seamless collaboration. This blend of inquisitiveness and guiding nature is what defines me as **the curious shepherd**.

CORE COMPETENCIES

- ◆ Design & UX Principles
- ◆ User Research & Interviews
- ◆ User Journey Mapping
- ◆ Competitor Research
- ◆ Wireframing & Prototyping
- ◆ Project Planning
- ◆ Use Case Breakdowns
- ◆ Define Quarterly Objectives
- ◆ Track Key Results
- ◆ Liaise Across Departments
- ◆ Accurate Data Analysis
- ◆ Create Kick-Off Materials
- ◆ Facilitate Brainstorms
- ◆ Accessibility Requirements
- ◆ Team Management

Analytics & Data Tools: *Gainsight, Heap Analytics, Excel, Google Analytics, & Perdo*

Product & Creative Tools: *Sketch, Figma, Illustrator, Photoshop, Jira, InVision, Miro, & Product Board*

Languages & Syntax: *HTML, CSS, & JavaScript*

WORK EXPERIENCE

Product Consultant/Freelancer, Deop Design

2008 – Present

Assisting clients with product evaluations, facilitating brainstorming sessions and simplifying workflow in order to get things started.

Product Designer, Auvik

12/2021 – 09/2022

Developed the strategies and processes that assisted in launching the newly formed UX department. Worked closely with product managers to contribute to the conceptualization of future product features, utilizing various techniques such as lo-fi sketching, sticky notes, user flows, and mockups. Actively engaged with stakeholders to identify their needs and incorporate them into the design process.

- **Conducted thorough research on the competitive landscape, resulting in a mandate to merge all newly acquired services into a singular, cohesive experience.**
- **Played a crucial role in maintaining and expanding the design system, ensuring its continuous growth.**

Product Lead/Manager, Proposify

2/2018 – 10/2021

Orchestrated project sprints and meticulously organized work tasks in Jira, streamlining project management processes. Collaborated closely with the DataOps team to align objectives with quarterly goals, tracking and achieving key results that best complemented the company's strategic vision. Successfully managed a team of 12 talented individuals from diverse backgrounds, employing SCRUM practices to ensure efficient sprint execution. Conducted weekly customer interviews, leveraging the insights gained to produce compelling highlight videos that reinforced the company's customer-centric approach. Created roadmaps and milestones in sync with the other product squads to ensure complimentary efforts.

- **Played a pivotal role as the chief architect behind various application advancements, notably revamping the global styling in the proposal editor. This optimization led to a 7-minute reduction in the time taken from proposal creation to sending. Implemented element arranging advancements that significantly reduced the number of support calls.**
- **Established the groundwork for a comprehensive company-wide design system, leveraging Sketch and Anima to create reusable and responsive design components. This initiative accelerated prototyping and front-end development processes.**
- **Researched, planned, and spearheaded the successful implementation of a new freemium model, resulting in a doubling of customer acquisition and a significant boost in the activation of key features.**

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Proposify Work Experience Continued...

- **Managed the 'Triage Squad' for six months, a role created for me to proactively resolving customer incidents in real-time, optimizing workflows, flagging critical issues, managing project backlogs and enhancing customer support channels.**
- **Actively participated in the Diversity & Inclusivity group, fostering an inclusive and equitable work environment.**
- **Led a winning team in the company hack-a-thon for two consecutive years, demonstrating exceptional leadership and innovative thinking.**

Application Developer(2010-12), **Information Architect**(2012 -15), **Head of Innovation**(2015-18), Brave New World

02/2010 – 09/2018

Took on positions of increasing responsibility and complexity. Duties ranged from coding and user experience to product management and ideation. Facilitated creative round tables and brainstorming sessions, wrote proposals, created pitch decks, defined project objectives and scope, and developed wireframes and prototypes. Collaborated with educational experts on interactive materials and ensured 508 compliance standards were met. 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.

- **Led several digital promotional initiatives for popular television properties, including 'The Deadliest Catch,' 'Canada's Worst Driver,' and 'The Trailer Park Boys'. These projects were recognized and promoted across the country and drove more international brands to the company like MTV and Pop Chips.**
- **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, 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. The number of unique visitors increased by over 200%.**

Lead Designer / Developer Of Multimedia Content, EOA Scientific

05/2007 – 01/2010

Programmed and designed dozens of interactive online learning modules covering an array of subject material.

- **Built an online game simulation of explorable marshland from game development, map building, character walk cycles, and dialogue trees, where students stepped into role of inspector, taking pictures of wildlife and interviewing "heroes" that helped maintain the habitat.**

EDUCATION

Multimedia Design Diploma, *McKenzie College*

Screenwriting Extended Studies, *Nova Scotia College of Art, and Design (NSCAD)*

Bachelor of Arts Degree, *Major in English, Dalhousie University*

HOBBIES & INTERESTS

Since 5th grade, music has been integral to my life. With an extensive range of software instruments, production tools, and recording equipment at my disposal, I've set up a personal studio in my bedroom—a sanctuary where I can immerse myself in sound. Alongside my passion for music, I'm deeply enamoured with storytelling and world-building, immersing myself in the captivating universe of Star Wars, devouring comic books, and following film writers and video game creators. Adding to my artistic pursuits, I possess an insatiable obsession with NFL football, engaging enthusiastically in mock drafts and meticulously studying player statistics. The resilience displayed by teams as they face setbacks and persevere serves as a potent metaphor for life's challenges and the indomitable spirit required to rise after being knocked down.