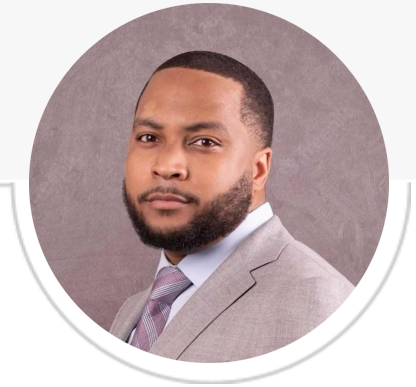# David Braylark Jr.

SENIOR UX / UI / PRODUCT DESIGNER

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Hello, I'm David, a product designer based in Atlanta, GA. With over 15 years of experience, I have designed and led teams for major corporations and startups in various industries, such as healthcare, insurance, e-commerce, and advertising. I am passionate about creating high-quality user experiences that meet the constantly changing demands of UX. I'm seeking a team that shares my passion for innovation and design while solving complex business challenges. My greatest strength is my positive attitude and empathetic personality, which enables me to prioritize user needs and culture in the workplace. If your team sees value in my skillset, let's chat and see how we can build a better tomorrow with innovative technology while growing and learning from each other.

Education

2003 - 2007

University of Georgia
Athens, GA - Go Dawgs!

Business Management
& Computer Science

Skills

Visual Design

User Research

Prototyping

Communication

Interaction Design

Critical Thinking

Collaboration / Teamwork

Work Experience

Lead Product Designer   2021 - Present
Cylera - New York, NY (Remote)

I collaborated with Cylera as their sole UX/Product Designer to launch their main cybersecurity threat detection software. My responsibilities included creating the product framework for the team and familiarizing myself with the product, industry, and users. A key task was developing a design system that would facilitate development and streamline the process of creating future products.

- Successfully created their new Design System that was responsive in both Light and Dark themes.

- The newly designed application helped push the company to get its series B round of funding for $26MM.

Senior UI / UX Designer   2019 - 2021
Honeywell - Atlanta, GA

As a UX Designer for the Forge Design System team, I collaborate with designers, researchers, and engineers to create seamless and inclusive experiences. I strategize and make meaningful contributions to the product life cycle, work on multiple high-priority projects, and meet strict deadlines. Notable achievements include creating a patent-pending workflow to increase user efficiency and co-leading the discovery, design, and deployment stages. I facilitate team rituals, identify data-driven improvements, and created the Honeywell Connected Enterprise: Forge Design System used globally.

- Co-lead discovery, design, and deployment stages of the production process: including user interviews, research synthesis, vision prototypes,

Preferred Tools

- ◆ Adobe Creative Suite
- ◆ Sketch
- ◆ Figma
- ◆ Adobe XP
- ◆ Axure RP
- ◆ ProtoPie
- ◆ InVision
- ◆ UserTesting
- ◆ Abstract
- ◆ Zeplin

Awards / Recognition

Webby Awards
I am proud to announce that my work has been recognized by the Webby Awards as an official honoree in multiple categories for various projects.

3 Design Patents
During my tenure at Honeywell, I designed patterns and software applications that earned me multiple patents.

Stanford University UX Mentor
Assurant partnered with Stanford University for a UX Design internship program, where I had to spearhead the efforts to provide mentorship and coursework projects.

Hobbies

- ◆ Traveling / Hiking
- ◆ Cool Cars
- ◆ Bowling / Billiards
- ◆ Entrepreneurship
- ◆ Technology

References

Jeremy Fuerst
Senior UX Manager / Creative Director
Honeywell, Amazon
(678) 886-9338

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persona creation, low-fidelity wireframes, user flows, annotated workflows, user testing, A/B testing, and high-fidelity interactive prototypes.

- Mentored junior designers and interns on user interface design best practices.

- Lead the design direction of the Honeywell Forge Design System which was adopted by hundreds of applications throughout the Honeywell product suite.

Senior Manager, UX & Design   2016 - 2019
Assurant - Smyrna, GA

I collaborated with business teams, engineering, and product owners to develop a range of cutting-edge and durable products throughout the company. My emphasis was on constructing reusable elements, and I headed the initiative to establish a design system that could be applied company-wide, ensuring uniformity in design and customer experience across all our products.

- Built, managed, and mentored an international team of UX Designers consisting of 7 team members.

- I lead my team to create strong user experiences and foster a love for design, all in the pursuit of improving the quality of our solutions and driving innovation.

- Educating stakeholders and cross-functional teams on the UX Design processes.

- Responsible for delivering cutting-edge customer experiences to clients such as Apple, Amazon, eBay, T-Mobile, Chase, Samsung, and many other global brands.

- Collaborated with internal teams and department managers to convert, iterate, and improve the production process, moving from Waterfall to Agile methodologies.

- Defined functional requirements, created and iterated design and user flows, wireframes, pixel-perfect mockups, prototypes, interface and interaction options, as well as digital style guides.

- Led the efforts for creating a design system for our UX department to adopt to encourage consistency across our digital applications.

Senior UX / UI Architect   2015 - 2016
Sharecare - Atlanta, GA

I was chosen to join a new team whose goal was to address a need in the healthcare industry - improving patient scheduling in call centers. I worked together with a product manager to access the market needs and validate the features required to build a successful application.

- I conduct user research, interview users in person, create wireframes and user flows, develop rapid prototypes, interpret business needs, and report my findings to both internal and external stakeholders.

- I created a comprehensive plan for the user interface and experience of a patient scheduling application designed for large organizations.

Victor Martinez
Director of User Experience
Sovos, Assurant
(678) 778-4454

- I worked with a junior UX designer who joined the team to establish prototyping and interaction guidelines. These guidelines ensure consistent and effective development practices.

- I created user interface design templates, style guides, and graphical libraries for component usage throughout the application process.

Lead UX / UI Designer / Game Developer   2014
CCA&B Publishing - Atlanta, GA

I worked with The Elf On The Shelf to revamp their online games and provide a more enjoyable experience for kids using their website. I thoroughly analyzed the analytics and observed users to then re-design their online game interfaces. To enhance user satisfaction, I created new scenarios and game scripts utilizing Adobe Flash, Action Script 3, XML, and PHP to develop the final products.

Senior Designer   2013 - 2014
The Partnership - Atlanta, GA

As part of my role, I was responsible for pitching to potential clients, creating videos, and designing for mobile devices and web platforms. This included graphic design, web development, flash banners, email marketing, and adhering to brand guidelines.

UX / UI Designer   2009 - 2010
Ketchum Public Relations - Atlanta, GA

I collaborated with top-level executives to understand clients' requirements and devised successful digital campaigns and solutions. My responsibilities included designing and constructing websites, applications, and both digital and print advertisements for large corporations. I used my expertise and intuition to strategize and achieve objectives. I possess advanced knowledge of HTML, CSS, Action Script 2.0 / 3.0, JavaScript, PHP, and MySQL.

UI Designer / Actionscript Developer   2007 - 2009
Turner Broadcasting - Atlanta, GA

I was in charge of maintaining cartoonnetwork.com, as well as creating and managing all partnership web properties. I developed fun online games that allowed kids to engage with brand partnerships and digital campaigns. Additionally, I designed and developed static and interactive flash advertisements for display on other Turner Studios properties, including AdultSwim.com and NBA.com.

Owner, Creative Director   2004 - 2016
3P Interactive - Atlanta, GA

As a freelancer, my responsibilities have included UI/UX design, corporate identity design, front-end website development, game development, social media marketing, and SEO management. I have had the privilege of working on projects for esteemed clients such as Disney, INPO (Institute for Nuclear Power Operations), Verizon, Wendy's, Carters, Geek Squad, and many others. My work has earned me various awards and I have been interviewed and featured in several publications.