

Brian Tyson

Senior Product/UX Designer | 20 Years Transforming Enterprise Digital Experiences

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Summary

Strategic design leader specializing in complex enterprise systems, internal tools, and digital transformation. Expert in leading cross-functional initiatives through design excellence and influence. Known for synthesizing business complexity into scalable, user-centered solutions that drive measurable adoption and business impact.

Seeking senior IC roles (Senior/Staff/Principal Designer) where strategic thinking and systems design create transformational impact.

Key Achievements

- **\$180K annual cost savings** through strategic platform migration
 - **83% user adoption** on enterprise content platform (50K+ employees)
 - **400% increase** in webinar registrations through integrated campaign design
 - **Led digital transformation** across 12 global regions with multilingual support
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Skills

Core Expertise

UX/UI Design & Strategy | Enterprise Internal Tools | Product Design | Digital Brand & Content Systems | Design-Led Problem Solving | Digital Storytelling & Design Systems | Cross-functional Collaboration & Influence

Design & Research

Wireframes & Prototypes | UX Research & Testing | User-Centered Design | Systems Thinking | Information Architecture | Figma, Sketch, Adobe XD | Adobe CC

Technical

HTML, CSS, JavaScript | CMS Platforms (Adobe Experience Manager, Optimizely, SharePoint, WordPress, Magnolia Headless CMS, Lithium)

Approach

Agile Collaboration | Leading Projects from Vision to Launch | Leading Through Influence | Agility, Adaptability, Resilience

Experience

Web UX & Brand Consultant | 06/2024 - Present

Freelance – Rogers, AR

Partner with creative agencies and direct clients on UX strategy and digital brand development:

- Deliver end-to-end UX and brand strategy for editorial, creative, and technology clients, focusing on user research, responsive design, and brand system development
- Design user-centered web experiences that increase engagement, improve discoverability, and strengthen message clarity across desktop and mobile platforms
- Lead agile collaboration with founders, creative directors, and stakeholders from discovery through launch, refining voice, tone, and visual systems to support organizational growth

Available for project work (4-12 weeks), monthly retainers, and fractional design leadership.

Senior Manager Digital Communications (Enterprise UX & Intranet Strategy) | 07/2017 - 03/2024

Jabil – St. Petersburg, FL

Led enterprise-wide intranet transformation serving 50,000+ employees across Jabil's 12 global regions, directing cross-functional teams through platform migration (Optimizely → SharePoint O365). Delivered \$180K annual cost savings while improving governance, scalability, and user experience.

- Drove end-to-end UX strategy and design for enterprise content management platform, partnering with stakeholders across 6 business units. Achieved **83% adoption within 90 days** of launch through user-centered design and strategic change management.
 - Spearheaded the UX/UI redesign of a modern, headless CMS-based intranet with improved governance and scalability.
 - Championed rapid deployment of empathetic UX features supporting 2,000+ employees impacted by war in Ukraine, including resource hubs, multilingual support, and community forums—demonstrating design leadership during organizational crisis.
 - Provided strategic design direction and mentorship to junior designers and developers.
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Manager Web Experiences (UX Design & Digital Platforms) | 04/2015 - 06/2017

Jabil – St. Petersburg, FL

Led UX design and digital platform strategy for global intranet ecosystem serving 50,000+ employees across 12 regions.

- Redesigned intranet information architecture and navigation, driving **17% increase in engagement, 9% longer session duration, and 23% reduction in bounce rate** across 50,000+ monthly active users.
 - Oversaw the migration of the intranet from a flat file system to Optimizely CMS, adding multilingual capabilities.
 - Led cross-functional collaboration with international designers and developers through rapid digital transformation and up-skilling.
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Lead Web Designer | 01/2014 - 03/2015

Jabil – St. Petersburg, FL

- Designed and launched the redesign of the Jabil brand marketing website.
 - Partnered with communications and marketing managers to develop landing page campaigns, enhancing growth initiatives.
 - Promoted within 14 months, based on performance.
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Lead Web Developer | 02/2013 - 12/2013

Sony Corporation – Fort Myers, FL

- Designed custom UX for Sony's U.S. community platform (Lithium CMS), creating interfaces that enhanced customer support and product community engagement
 - Led cross-functional collaboration with designers and stakeholders throughout project lifecycle to ensure successful outcomes and optimal user experience
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Web/Graphic Designer | 06/2006 - 07/2011

MedeAnalytics – Emeryville, CA

- Rebranded and relaunched corporate websites and collateral during the company's rebranding transition.
 - Designed direct mail and email campaigns, resulting in a **400% increase in webinar registrations**.
 - Partnered with COO and offshore development teams to establish cohesive digital brand identity and optimize SaaS product experience during company's growth phase.
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Education

Associate of Science in Computer & Information Science | June 2006

ITT Technical Institute – Nashville, TN

Bachelor of Science in Recording Arts Technology | August 2002

Middle Tennessee State University – Murfreesboro, TN

Certifications

Google UX Design Professional Certification