Brian Tyson

Strategic Web & UX Design Leader | Digital Brand Storyteller

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Summary

Web & UX design leader and digital storyteller with 20 years of experience shaping digital platforms, web experiences, and brand systems for global organizations, including Jabil and Sony. Adept at leading cross-functional teams through complex UX/UI initiatives, internal portal redesigns, and product platforms—from research to rollout. Known for blending visual storytelling with usability and business alignment to deliver scalable, user-centered design systems.

Skills

- UX/UI & Interaction Design
- Web Platform & Intranet Strategy
- Digital Brand & Content Systems
- Design-Led Problem Solving
- Leading Projects from Vision to Launch
- Digital Storytelling & Design Systems
- Wireframes & Prototypes
- UX Research & UX Testing
- Agile & Cross-functional Collaboration
- Figma, Sketch, Adobe XD
- Adobe CC
- HTML, CSS, Javascript
- CMS platforms
- Agility, Adaptability, Creativity, Resilience

Experience

Web UX & Brand Consultant | 06/2024 - Present
Freelance – Rogers, AR

- Deliver end-to-end UX and brand strategy for editorial and creative clients, driving engagement through responsive design and tailored visual identities.
- Design user-centered web experiences for studio and individual brands, increasing clarity, discoverability, and message alignment across platforms.
- Guide agile collaboration with founders and stakeholders, refining voice and tone across wireframes, sites, and brand systems to support growth and impact.

Senior Manager Digital Communications | 07/2017 - 03/2024
Jabil – St. Petersburg, FL

- Directed the redesign and migration of the corporate intranet from Optimizely to SharePoint O365, saving over $180K annually.

- Led UX/UI design for an enterprise-wide content and asset management platform, with 83% adoption at launch.
- Spearheaded the UX/UI redesign of a modern, headless CMS-based intranet with improved governance and scalability.
- Championed emotionally resonant UX features, supporting employees impacted by the war in Ukraine.
- Mentored junior designers and developers.

Manager Web Experiences | 04/2015 - 06/2017
Jabil – St. Petersburg, FL

- Oversaw the migration of the intranet from a flat file system to Optimizely CMS, adding multilingual capabilities.
- Designed intranet UX improvements, resulting in a 17% increase in page views, a 9% increase in time on page, and a 23% decrease in bounce rate.
- Managed an international team through rapid digital transformation.

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.

Lead Web Developer | 02/2013 - 12/2013
Sony Corporation – St. Petersburg, FL

- Designed and implemented custom UX for U.S. social and community website built on Lithium CMS.
- Worked closely with stakeholders throughout the project life cycle in order to ensure successful outcomes.
- Collaborated with designers to create user-friendly interfaces and enhance user experience.

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.
- Worked closely with the COO and offshore developers to shape the digital brand and SaaS experiences.

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 Certification