

# **Brandon Porter (Senior UX/UI Designer)**

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## **Summary**

Senior UX/UI Designer with a decade of experience simplifying complex B2B SaaS products. Specializes in solving hard, messy problems. Modernized a 30-year POS platform (Xplor SPOT), designed safe efficient blasting tools (Dyno Nobel), improved mobile SEO performance to #1 ranking (BladeHQ), and built scalable design systems.

## **Hard Skills**

UX Strategy, User Experience (UX) Design, User Interface (UI) Design, Design Systems, Interaction Design, Information Architecture (IA), Usability Testing, User-Centered Design (UCD), Accessibility (WCAG), Journey, HTML, CSS, Mapping, Requirements Gathering, Responsive Design, Adaptive Design, Prototyping, Wireframing, Agile, Scrum

## **Soft Skills**

Strategic Thinking, Complex Problem Solving, Balance Multiple Projects, Cross-Functional Collaboration, Able to Articulate Clearly, Adaptable & Resourceful, Attention to Detail, Passionate about Design, User-Centric Empathy

## **Tools**

Figma, Jira, Notion, Miro, Hotjar, Canva, Pendo, Adobe Suite, Canva, Lovable, Cursor, Claude AI, ChatGPT

## **Work Experience**

### **Senior UX/UI Designer, Xplor Technologies (POS Dry Cleaning) | Jan 2020 – Oct 2025**

- Spearheaded sleek redesign of 1990's software used by 20,000+ global users
- Reduced customer support calls by 60% through improved new product
- Modernized the industry from CDs and downloadable applications to web-based apps.
- Validated key features such as garment photos through extensive research, prototyping and analytics.
- Overhauled decades of usability issues, tech debt and settings by introducing design thinking principles
- Streamlined training from days to hours, cutting costs in a high-turnover environment
- Simplified complex workflows and settings resulted in faster and more accurate sales
- Optimized mobile experiences for delivery drivers and dry cleaning customers

### **UX/UI Designer, Dyno Nobel (Dynamite and Mining) | Aug 2019 – Dec 2019 (Contract)**

- Designed blast simulation & reporting tools to optimize efficiency & safety
- Saved mining companies a significant time with reporting tool.
- Standardized printed blast report for all Dyno sites in the U.S.
- Accelerated design production by implementing a design system.

### **UX/UI Designer, Fidelity Investments (Finance) | Feb 2019 – Aug 2019 (Contract)**

- Developed business strategy for a SAAS app that supports 40,000 users.
- Transitioned app away from paper documents towards digital automation.
- Defined business process, tools, and workflow for new application.
- Conducted extensive field research & stake holder interviews to map out complex business protocols.

### **UX/UI Designer, DigiCert (SSL Certificates) | July 2018 – Dec 2018 (Contract)**

- Established and maintained a scalable design system and style guide
- Created a design widget library to unify visuals for designers..
- Architected scalable design systems, which became a source of truth for designers and developers

### **UX/UI Designer, Blade HQ (E-Commerce) | Jan 2018 – July 2018**

- Reached and maintained #1 search result on Google through SEO and UX practices
- Redesigned and optimized high-traffic e-commerce site for mobile devices.
- Restructured site navigation for over 13,000 thousand products.

## **Education**

**Bachelor's Degree in Web Design** – University of Utah

**Associate's Degree in Animation** – Salt Lake Community College