

# JOHN BRUMMETT

## UX MANAGER | UX DESIGNER | PRODUCT DESIGNER

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End-to-end UX manager and designer with a passion for problem solving. Experience crafting UX for websites, web applications, ecommerce (B2C, D2C and B2B), native mobile apps and enterprise company intranets for Fortune 50 companies. Significant expertise in all aspects of UX design including graphic design, visual design, user interface design, interaction design, rapid prototyping, ideation workshops, information architecture, user research, and usability testing. Strong background in team management and mentorship with experience running an Agile team, setting and tracking KPIs and OKRs. Favors a Design Thinking approach to User-Centered Design.

## SKILLS

**Expertise:** User Experience Design, Visual Design, Information Architecture, User Interface Design, Rapid Prototyping, Usability Testing, User Research, Creative Ideation, Team Leadership, Design Thinking, Agile, Thought Leadership

**Tools:** Adobe CC (Illustrator, InDesign, Photoshop, XD), Axure RP, Azure DevOps, Figma, Microsoft 365 (Excel, PowerPoint, Teams, Word), Miro, UserTesting.com

## EXPERIENCE

### PepsiCo

January 2021 - December 2022

#### Senior User Experience Manager/Designer

- Managed a UX team of up to 10 employees and contractors, delegating work, reviewing deliverables, mentoring, interviewing, conducting performance reviews and 1x1s
- Served as Creative Director and Design Ops Director on a temporary stretch opportunity for over a year on a high-profile project designing a new mobile application and salesforce backend solution called Saleshub+ for Frito-Lay frontline employees. Project delivered on time and on budget.
- Managed the usability testing account with userTesting.com. This was a 250k investment with up to 20 creator seats that was utilized by team and many other UX teams at PepsiCo.
- Advocated for UX across the company, marketed Web Solution team services, established UX standards and processes, and set UX team KPIs and OKRs.
- Served as design manager or lead designer on the following projects: a native iOS app for frontline employees, a progressive web app for networking at a conference, employee intranet, e-commerce websites (e.g., snacks.com), our B2B solution, and other various web applications and sites

### PepsiCo

January 2016 - December 2020

#### User Experience Manager/Designer

- Managed a UX team of up to 10 employees and contractors, delegating work, reviewing deliverables, mentoring, interviewing, conducting performance reviews and 1x1s

- Served as lead UX designer on several high-profile projects
- Advocated for UX across the company, marketed Web Solution team services, established UX standards and processes, and set UX team KPIs and OKRs.
- Served as design manager or lead designer on the following projects: employee intranet, pepsico.com, e-commerce websites (e.g. snacks.com), our B2B solution, and other various web applications and sites.
- Awarded “Certificate of Recognition” for role as lead UX Designer in the redesign of the company intranet portal – December 2020.
- Received “Best of BIS” award – March 2016. [OBJ]

## **PepsiCo**

**June 2009 - December 2015**

### **Lead UX Designer**

- Responsible for end-to-end UX design as sole designer
- Served as lead designer on the following project: company intranet, video and photo sharing sites, a large file transfer application, internal Comms news site, group management application, and more. [OBJ]
- Awarded “Excellence Award” for participation as lead UX designer on the redesign and re-platforming of the company intranet portal – January 2012.
- Awarded “Best of BIS” for participation as UX designer for a new enterprise learning tool – April 2014.

## **Verizon Communications**

**September 2000 - December 2008**

### **Senior User Experience Designer**

- Performed graphic design, visual design and user interface design for verizon.com and the Verizon intranet
- Improved the average handling time for Verizon call center reps through a redesign of their call center application. User shadowing, interviewing and task analysis led to key improvements in the information architecture and tabbing order.

## **OTHER RELEVANT EXPERIENCE**

Vista InterNatural Products - Creative Specialist

October 1999 – June 2000

## **EDUCATION**

Associate of Applied Arts (AAA), Computer Animation, The Art Institutes

Coursework at Texas Tech University