

# BRIAN HILDMAN

Product Design: UX, UI, & Research

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## **Sr. User Experience Architect - Contract Work**

Walmart Labs | June 2017 - Present

- › Facilitating service design sessions to provide a cohesive point of view across various disparate teams around “Shopping online, and picking up in-store.”
- › Ethnographic research, including shop-alongs, and employee shadowing.
- › Came in to help a this product grow from MVP to a nation-wide chain expansion of 1500+ stores, delivering on KPM: NPS, Wait Time, Perceived Wait Time, & Adoption Rates.

## **Sr. User Experience Designer**

Live Nation/ Ticketmaster | September 2014 - February 2017

- › Led the UX for Ticker, a B2B native iOS/ Android app for venue execs, box office managers, marketers, and promoters to visualize their sales or attendance data in order to make informed business decisions.
- › Delivered UX for Fanbuilder and Analytics, two desktop SaaS solutions empowering their users to track sales, segment audiences, and integrate marketing solutions.
- › Partnered with Thoughtworks to implement agile methodology and research to the team. Feature development times went from taking month(s), to week(s).
- › Worked with product to implement Mixpanel, grew user base from 30 to 1000 active users, and retention by 40%.

## **Mgr. User Experience/ Digital Experiences & Mobile**

Best Buy | August 2012 - August 2014

- › UX for iOS, Android, Windows 8 native applications, and the responsive web.
- › Mobile UX efforts led to a 24% growth in YOY sales for 2014.

## **User Experience Designer**

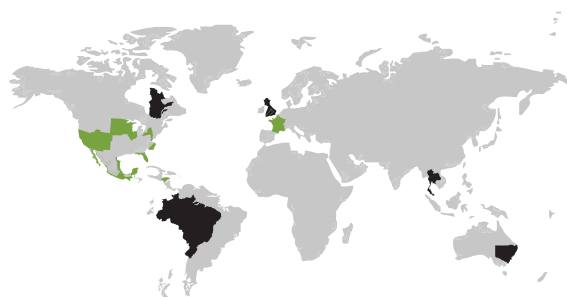
Saatchi & Saatchi | September 2011 - June 2012

- › IA, Wireframes, Userflows for responsive web, and in-store kiosk experiences.

## **BFA Fine Arts—Multimedia Design**

University of Wisconsin—Stout Polytechnic

- › Minor in Business Administration / Color Studio abroad in France.
- › Graduated Cum Laude with a GPA of 3.7.



- Where I have been
- Where I'd like to go