Brian Jackson

Multidisciplinary designer with experience on feature and design system teams

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Apr 2021 to present

Outreach Corp.

SENIOR PRODUCT DESIGNER / SENIOR DESIGN SYSTEMS SPECIALIST

- Responsible for researching the needs, process, and tasks for account executives and their managers
- Product development of a 0-1 experience to increase user engagement, drive a competitive advantage, and leverage a large new user segment for management of deals
- Facilitate design workshops and working groups to unify a product that reaches into many different verticals / ownership
- Maintaining strong relationships with XFN partners to proactively lean into user testing options, rolling research, ensure engineering feasibility, maintaining and updating product requirements and development

Dec 2019 to Mar 2021

Meta - Facebook app

PRODUCT DESIGNER V

- Crafting incremental product experience refinements and updates to public user profiles landing pages, impacting billions of users
- Product development strategy and visionary work on version-next of the public profiles editing experiences
- Work closely with product management, data science, engineering, product and content designers to optimize experiences for people to create, share, and connect with others via their profile.

Apr 2018 to Nov 2019

Google

INTERACTION DESIGNER

- Design support for engineering execution of the Now Playing feature in Android P
- Interaction designer contributing to the next generation of flagship proactive intelligence products for Google Pixel phone with Android Q.
- Experimental design proof of concept work focused on the goal of expanding the boundaries of how people interact with their smartphones, including experimental accessibility functionality and predictive task logic.

Oct 2015 to Mar 2018

Human Inc.

UX DESIGNER

- Created graphic print materials as well as a digital proof-of-concept app prototype to help secure series B funding
- Promoted to lead UX Design for mobile experience across Android and iOS experiences.
- Mapping and designing a companion app experience for a wireless headphone. Features included onboarding tasks, settings, connectivity, core product features like language translation, digital assistant integration with Cortana, and variable speaker modes.

Education

University of Washington
B.A. • Sociology / Society & Justice

Seattle Central Creative Academy
A.A.S. • Interaction and Graphic Design

Skills

Leadership: Providing mentorship and guidance;
Communication: Articulating design decisions and rationale effectively;
Collaboration: Working closely with cross-functional teams
Product Strategy: Contributing to the development of product roadmaps
Interaction Design; User Research; Information Architecture; Wireframing and Prototyping; Usability Testing; Visual Design