

BRIAN PEREZ

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UX and Product Design Leader

Strategic Initiatives | Design Operations | Cross-Functional Leadership

I have over 8 years of experience steering design organizations toward operational excellence and strategic innovation. Demonstrated expertise in spearheading strategic initiatives, optimizing design processes, and fostering cross-departmental collaboration to drive business and design objectives. Eager to leverage a comprehensive background in design leadership and operations to enhance organizational effectiveness and drive impactful design strategies.

Core Competencies

Skills: Design Thinking & Strategy | Leadership & Team Management | Strategic Project Management | Executive Communication | Product Development Roadmapping & Lifecycle | Cross-functional collaboration | Analytical Problem Solving | Innovation & Creativity | Budgeting & Resource Allocation | Design Systems & Standards | Design Evaluation & Optimization | Market Analysis & Trend Research | Usability & Accessibility Standards

Technical Skills: Figma | Jira | Confluence | Miro | Google Suites | Usertesting | Adobe Creative Suite | Airtable | SurveyMonkey | FullStory | Mixpanel | Framer | Proto.io

Fun Facts: Fluent in Spanish | Aspiring LEGO Master | Amateur Chef & Mixologist | Weekend Outdoor Trekker | Plant Dad | Vinyl Collector

Recent Highlights

Amazon (AWS), New Jersey

UX Design Manager

06/2024 - Present

- Led design strategy and execution of key initiative for Service and Infrastructure Finance Reporting which **reduced key user Jobs to Be Done timelines by 75%.**
- Spearheaded redesign of key product for AWS Service P&L modeling **increasing adoption by key business users by +80% and improved P&L model efficacy.**
- Led and managed a team of 4 Product Designers and 1 UX Researcher responsible for aligning with key AWS Finance business objectives.

Shutterstock, New York

Senior Director of Product Design

06/2023 - 12/2023

Impacted by layoffs due to organizational restructuring

- Pioneered the integration of a Generative AI Editing Suite, **boosting user engagement by 20%**.
- Forged strategic alliances with product leaders, creating unified quarterly strategies that **tripled monthly testing velocity from 30 to 90 tests** and **improved win rates from 22% to 37%**.
- Led and managed a team of 7 Product Designers responsible for Shutterstock's e-commerce marketplace and brand portfolio; which included Pond5, TurboSquid, and PremiumBeat.

Taskrabbit, New York

Senior Director of Product Design

04/2022 - 05/2023

- Led cross-functional team to re-architect our category strategy which helped to **increase overall conversion by 5-9%**, dependent on the category.
- Revolutionized the Product Design process to align with agile and test-driven methodologies, **slashing go-to-market timelines by 12%**.
- Lead a reimagining of our Tasker registration and onboarding that **reduced end-to-end registration time by 58%, increased end-to-end registration by 32%, and reduced operational expenses by over \$2M annually (2.8% of total revenue)**.
- Led a team of 9 Product Design and UX Research, aligning with business objectives and prioritizing user-centric approaches.
- Collaborated with Product and Engineering leadership to craft a strategy to scale our B2B2C Enterprise business.
- Collaborated with UX Research to centralize insights, improve accessibility, and enhance applicability for cross-functional teams.
- Partnered with Brand and Marketing leaders to efficiently implement a fresh brand identity across digital touchpoints.

Bread Financial, New York

Senior Director of Product Design

02/2020 - 04/2022

- Designed effective go-to-market strategies that ensured product launches were well-received and met market needs, **as well as generated \$14M in new revenue** during Phase 01 **(yearly projection \$123M)**.
- Led the redesign of our Payments, Merchant and Loan Servicing enterprise platforms for our banking partnership with Royal Bank of Canada and Fiserv **(\$38M in annual revenue)**.
- As the Head of Product Design led a team of 19 Product Designers, UX Researchers, and UX Content Writers.
- Following the acquisition, spearheaded a comprehensive design strategy initiative, covering Alliance Data and Bread, across various markets and

- merchant tiers, and played a pivotal role in transforming the organization's brand identity.
- Collaborated closely with stakeholders to devise innovative product strategies for both eCommerce and In-Store experiences, while also establishing the foundation for the organization's future product vision and aligning design efforts with long-term business objectives.
 - Established key performance metrics to measure success and identify areas for improvement, such as System Usability Scale, Usability Testing, and Stakeholder Satisfaction, leading to enhanced productivity and creativity.

For more of a full CV overview, please check out my [LinkedIn](#).

Education

St. John's University, Queens, NY - *Bachelor of Science, Communication Arts*

Volunteer/Mentorship

Chief Design Officer School - *Design Leadership Strategy*
UXPA - *Mentor*