

Bryan Christian

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Proven manager and digital strategist with deep experience developing content, frameworks, and processes that result in engaging and effective user experiences in a variety of platforms.

Qualifications

- Skillful steward of complex, data-driven, user-focused digital projects for the web and mobile devices
- Insightful writer, editor, and content strategist with experience in a variety of industries
- Passionate and empathetic advocate for clients, stakeholders, creatives, and developers
- Well-versed in a wide variety of content types (marketing, news/magazine, e-commerce, blogging, etc.)
- Committed to best practices in UX/IA, accessibility, social media, responsive design, and SEO
- Confident presenting to groups of any size or authority, or producing presentations for others

Experience Highlights

Freelance Digital Writer and Producer, Various

May 2000 – Present

- **Writing, ghostwriting, blogging, editing, fact-checking, and content planning** for media brands such as Martha Stewart Online, Epicurious, The TODAY Show, Frommer's, I.D. Magazine, Nerve.com, and businesses and marketers in a variety of fields
- Hourly and contract **content, development, and project management services** for e-commerce clients such as Estée Lauder Companies Online, media clients like Hearst Digital and Martha Stewart Living Omnimedia, and non-profits like the Girl Scouts of the USA
- **Planned and executed updates** for brands such as Clinique, Delish, *Good Housekeeping*, and *Everyday Food*
- **Created content marketing sites and online stores** for timed events such as book launches or holiday sales
- Front-end development, image production, and technical consulting as needed

Manager of Digital Experience, University of Texas at Austin

June 2013 – October 2015

- **Primary agent and evangelist for university's digital presence**, balancing business goals and user data to **design content, tools, and strategies** for the university and its constituents, and managing many aspects of the university's 2015 digital refresh, **including the relationship between the president's office, the university's creative, marketing, development, and brand teams, and external vendors**
- Principal custodian of university website (www.utexas.edu), overseeing all aspects of its management, including **hiring and leading the content design team to rebuild the site with a 50% reduction in page count and a simplified navigation structure**, establishing and enforcing a new content strategy, reviewing all update requests in a transparent and accountable manner, and working closely with the university's Accessibility Coordinator to ensure the widest possible usage
- **Lead consultant for update of university news site (news.utexas.edu)**, providing guidance on issues such as the implementation of new features and layouts, the revision of existing taxonomies and information architecture, and the **migration of more than 15 years of content from a variety of original sources**
- As chair of University Communications Standards Committee, **established and enforced digital standards and best practices for the university** in the areas of content, user experience, and technical performance, and **facilitating the implementation of new university branding across all web properties**
- **Data Analyst, Product Manager, and developer** for tools and services like the UT Events Calendar

Producer, Honest Design**June 2008 – April 2012**

- As sole Producer on staff, **functioned as agency's Account Manager and Project Manager**, overseeing all contact between agency's partners, employees, clients, and vendors, and steering work through all phases
- Projects included **B2B/B2C product and content marketing websites, site redesigns, full-service e-commerce platforms, mobile apps, games, banner campaigns, and social networking programs** for clients such as Comcast, Dell, Disney/The Muppets, GE, Nike, Nintendo, Random House, and Uglydoll
- **Standardized the creation of all project documentation**, including proposals, schedules, budgets, discovery and creative briefs, technical specs, wireframes, UX/IA and content strategy docs, and copy decks, **with a templated, collaborative approach that streamlined production and review**

Senior Web Producer, Condé Nast Publications**February 2003 – June 2008**

- **Managed many aspects of the launch and/or daily production of magazine websites** such as *Vanity Fair*, *The New Yorker*, *GQ*, and *Teen Vogue*, including content planning, front-end development, and CMS admin
- **Coordinated coverage of breaking news events** and annual Oscar Night webcasts for *Vanity Fair*
- **Created content marketing sites** for Creative Services department, acting as project manager and dev

Editorial Assistant & Contributor, I.D. Magazine**September 1998 – March 1999**

- Special Assistant to editors of 1999 Annual Design Review and Interactive Media Design Review

Technical Skills and Software**Business & Productivity:** Microsoft Word, Excel, Evernote, Dropbox, Box**Data Science & Analytics:** Google Analytics, Tableau, Microsoft Excel, basic SQL/PostgreSQL**Images & Video:** Adobe Photoshop, iMovie; still photography and HD videography**Project Management & IA/UX:** Basecamp, JIRA, Asana, OmniGraffle, OmniPlan**Content & E-Commerce:** WordPress, Squarespace, Shopify, GatherContent, basic Drupal**Development Tools & Languages:** Firebug, WebAIM, HTML, CSS; basic JavaScript**Education and Additional Coursework****University of Texas at Austin**

B.A.: Plan II Liberal Arts Honors Program

B.S.: Radio-Television-Film Honors

Adaptive Path

Experience Mapping Workshop

General Assembly

Data Analytics

Creative Work and Personal Projects**Photographer:** Back jacket photo of author, *Blackout: Remembering the Things I Drank to Forget*, a memoir by Sarah Hepola | Grand Central Pub / Hachette Book Group**Producer/Editor/Camera/Performer:** "Spaghetti with 100 Sweet Tomatoes" | therecipeproject.com (WINNER: Most Humorous Video, International Association of Culinary Professionals 2012 People's Choice Awards); "Paul Pizzaro's Easy Hors D'Oeuvres" | epicurious.com**Assistant Producer/Camera:** "Pip" (WINNER: Award of Merit, Short Form Documentary, VISIONFEST 05); "Big Blue: NYC Handball" (WINNER: Best Debut, NY Expo of Short Film and Video)**Social Media:** Tweet about final season of "Lost" quoted by NYTimes.com