

BRYCE FIRMAN

SENIOR PRODUCT DESIGNER

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WORK EXPERIENCE

Clio
Burnaby, BC
2017-present

LEAD PRODUCT DESIGNER

Lead designer on zero-to-one Personal Injury feature specifically focused on Medical Record Management.

- Assisted intermediate designer on Damages and Settlement feature areas.
- Responsible for customer interviews, wireframes, prototypes, high fidelity designs, user tests, card sorts, stakeholder and executive presentations throughout the progress of the project.

Design lead on Growth team focused on activation.

- Key member of leadership team responsible for establishing Product Growth team and processes.
- Conducted customer interviews, contextual inquiries, surveys, user tests, and other research methods to understand the problem space and identify hypothesis driven experiments focused on increasing activation rates.
- Responsible for all low and high fidelity designs for experiments across the Product Growth team.
- Increased trial activations by 12% through design, experimentation, and split testing of various parts of the activation funnel.

Lead designer on zero to one Firm Dashboard feature to provide owners with visibility and insight into firm financial metrics.

- Conducted customer interviews, surveys, and user tests to understand the problem and arrive at final designs.

Lead designer on new calendar feature, with focus on increased usability and value.

- Conducted multiple customer interviews and user tests to understand pain points and value in previous calendar feature.
- New calendar release raised calendar NPS score from -30 to +40.

Co-led a Pendo implementation team to improve onboarding, metrics tracking and visibility to new features.

- Implemented Resource Center notification widget.
- Implemented onboarding checklist to drive trial users to value.
- Increased number of users to value metric by 9%.

Redesigned Reports feature providing increased usability via improved wayfinding and natural language descriptions.

Speaker at ClioCon 2019 and 2020 - Clio's annual legal conference.

DESIGN MANAGER

Managed one intermediate colleague and one co-op student.

- Responsible for professional development, performance, and salary planning.
- Mentored both colleagues in product design, hypothesis driven design / experimentation, and research strategies and implementations.
- Led from 'leader as servant' philosophy.

Electronic Arts
Burnaby, BC
2014 - 2017

UX DESIGNER - FIFA ULTIMATE TEAM

Lead designer on 10-million user franchise, Fifa Ultimate Team.

- Led design on onboarding feature responsible for increasing FUT user adoption.
- Increased user adoption to help raise net revenues for 2016 and 2017 by 11% and 17% respectively.
- Designed and led ethnographic research to understand and uncover friction and successful engagement points in new user journeys.
- Responsible for wireframes, user flows, storyboards, prototypes, experience maps and other UX deliverables.
- Mentored junior peers, stakeholders and teammates on user-centred design principles and methodologies.

Speaker at EA UX Conference 2015.

H2 Wellness
Los Angeles, CA
Jan 2014 - Sep 2014

UX RESEARCH & DESIGN

User research on challenge engine for corporate wellness platform.

- Incorporation of gamification principles into challenge engine.
- Design thinking, brainstorming and ideation of unique challenge engine concepts.
- Mobile and desktop wireframes for challenge engine and corporate wellness platform.

Independent
Vancouver, BC
2008 - 2012

CURRENCY TRADER / TRADE SYSTEM DESIGNER

Designed and implemented successful currency trading systems to profitably manage personal and client portfolios.

- Achieved an average 15% year-over-year increase in profits.
- Collaborated in the design of specialized independent news trading software.
- Researched and analyzed historical data and current world events to maximize profitability and maintain a market advantage.

Freelance
Vancouver, BC
2005 - 2010

DIGITAL MARKETING & DESIGN

Established lucrative online marketing campaigns within competitive affiliate marketing field.

- Initiated UX strategies: Behavioural research, A/B multivariate testing, analytics, and content strategy to increase campaign conversions.
- Increased profits 300% year over year in three year period.
- Ranked "top earner" for leading affiliate marketing agency.

Overseaz Academy
Toyohashi, JPN
2003 - 2005

ENGLISH LANGUAGE TEACHER

Taught English as Foreign Language to Japanese adults and children.

- Played key role in school marketing initiatives.
- Participated in public school outreach for cultural exchange initiative.

EDUCATION

Reforge
Sep 2019 - Jan 2020

GROWTH SERIES

Course models, frameworks, and case studies focused on:

- Retention & Engagement
- Acquisition
- Activation
- Monetization
- User psychology
- Experiments

Bentley University
Waltham, Massachusetts
Jan 2013 - July 2015

MSc. — HUMAN FACTORS IN INFORMATION DESIGN

2014 Top Academic UX Program - *UX Magazine*

- Graduated with Distinction

Simon Fraser University
Burnaby, BC
2001

BA — PSYCHOLOGY