# **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.

- Led research and design for an information dense UI for tracking medical providers, records, bills, managing follow-ups and marking liens in order to progress a case to settlement.
- Assisted intermediate designers 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 which provides owners with visibility and insight into their firm financial metrics.

- Conducted customer interviews, surveys, and user tests to understand the problem and arrive at final designs.
- Research to design to build in three months.

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 way finding and natural language descriptions.

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

#### **DESIGN MANAGER**

Managed three intermediate and junior team members

- Responsible for professional development, performance, and salary planning.
- Mentored 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 diary studies and other forms of 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

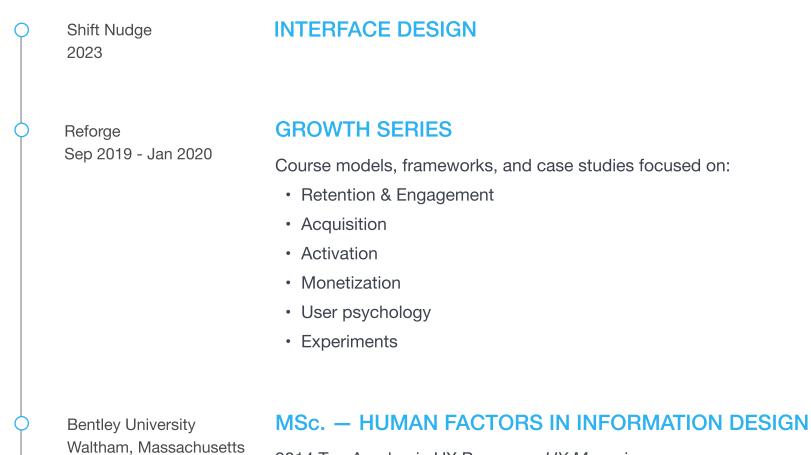
#### **ENGLISH LANGUAGE TEACHER**

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 intiative.

## **EDUCATION**

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2014 Top Academic UX Program - UX Magazine



Jan 2013 - July 2015