

Brandon Beecroft

Product, Design, Leadership

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Experience

Bridge

April 2020 - April 2024

Director of UX and Design

- Led and mentored a team of designers and researchers, fostering growth through coaching and goal setting, while establishing standards and expectations for design excellence at Bridge.
- Provided functional leadership to maintain product relevance, ensure design consistency, define success metrics, oversee vendor relationships, and cultivate strategic partnerships.
- Modernized and enhanced the [Bridge Design System \(Pillar\)](#) within Figma, ensuring alignment with the engineering Storybook implementation for seamless integration and consistency.
- Orchestrated workshops to address organizational and project challenges, facilitating collaborative solutions and driving innovation.
- Elevated from a Senior role to Director in October 2022, acknowledging contributions and leadership capabilities.

Skipio

November 2018 - November 2019

Principal Product Designer

- Led design team to discover the needs, behaviors, and pain points of people through user research, customer interviews, surveys, and feedback.
- Collaborated with cross-functional teams, including product managers and engineers, to define product goals, vision, and roadmaps.
- Created wireframes, mockups, and prototypes to visualize design concepts.

DevMountain

September 2016 - November 2018

Program Director and Lead UX Instructor

- Developed, maintained, and delivered the UX curriculum, guiding approximately 200 individuals through the principles of User Experience Design.
- Conducted immersive 13-week cohorts, providing hands-on mentoring in user research, wireframing, prototyping, visual design, and user testing. Cohorts experienced a 98% graduation rate and ~71% graduate hire rate.
- Stayed updated on industry standards and recommended supplementary resources, activities, and skill-building exercises to enhance student learning and development.
- Facilitated networking opportunities between DevMountain and industry professionals, enabling students to learn from experts and establish valuable industry connections.
- As the lead instructor, prioritized students' UX career goals and supported their journey towards achieving their aspirations.

Education

Arizona State University

Aug 2005 - May 2007

B.S. Industrial Technology

Skills & Tools

Skills

Figma, User Research, Interaction Design, Visual Design, Communication and Collaboration, User Testing, Adaptability, Continuous Learning, Facilitation, Usability Testing, Leadership, Scrum, Agile