

Bryan Brunot

Product Designer | UX/UI | E-commerce | Digital Products

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Profile

Product designer with 3+ years building customer-facing digital products across e-commerce, mobile, and early-stage startups. Brings research, interaction design, systems thinking, experimentation, and hands-on prototyping together to turn ambiguous problems into clear, usable experiences.

Experience

UX/UI Designer | *Elevate Outdoor Collective* | Oct 2024 - Present

- Own end-to-end e-commerce UX as the **sole UX designer** across a **12-brand portfolio**, from problem definition and strategy through research, design, stakeholder alignment, and engineering handoff.
- Designed and shipped a scroll-triggered mobile PDP purchase CTA across 12 brands, increasing add-to-cart by **3.4%** and sticky CTA interactions by **42%** within three weeks.
- Reframed the homepage as a shared modular system across 12 brands, improving hierarchy, merchandising flexibility, and product discovery while helping drive a **23.3% lift** in below-the-fold engagement.
- Rebuilt legacy Photoshop workflows as a shared Figma and CMS system with reusable components, states, and documentation used by design and engineering.
- Use qualitative and quantitative research, GA4, heatmaps, and competitor analysis to prioritize commerce experiments, navigation, and annual site mapping.

Product Designer & Builder | *Penii* | 2026 - Present

- Designed and built a **native iOS product** end to end, turning a manual finance-planning workflow into a **live App Store product** for **approximately 45 users**.
- Use AI-assisted React Native, TypeScript, Swift, and Supabase development to test ideas in working software and connect UX decisions to technical constraints.

Product Designer | *Linkberry* | Feb 2024 - Oct 2024

- First designer on a seven-person team, taking a founder concept to a **fully developed, testing-ready MVP** over **eight months** through research, flows, prototyping, and engineering collaboration.
- Connected event discovery, planning, calendars, profiles, messaging, attendee matching, and recommendations into one cohesive product ecosystem.

Product Designer | *Artcii* | Dec 2023 - Feb 2024

- Redesigned a K-2 learning experience through guided sessions with children, parents, and teachers, turning accessibility findings into audio, visual, and touch-friendly interactions.

Earlier experience

Apparel Designer | *Old Navy* | May 2020 - Dec 2023

- Designed seasonal product and graphics within global teams, balancing customer needs, brand direction, manufacturing constraints, and business goals from concept through delivery.

Automotive Interior Designer | *Nissan North America* | May 2019 - Aug 2019

- Explored future autonomous and shared-mobility interiors through personas, journeys, interaction models, physical concepts, and scenario storyboards.

Automotive Designer | *Fiat Chrysler Automobiles* | Sep 2018 - Dec 2018

- Created personas, sketches, 3D explorations, and storyboards to communicate vehicle concepts and refine solutions around user needs.

Education

Academy of Art University | B.F.A., *Industrial Design (Automotive)* **Ocean County College** | A.A., *Graphic Design*

Skills

Expertise: Product Design, Product Thinking, UX/UI Design, E-commerce UX, Interaction Design, Conversion & Growth Design, Design Systems, Information Architecture, User Flows, Prototyping, User Research, Qualitative & Quantitative Research, Experimentation, Data-Informed UX, Cross-Functional Collaboration, Engineering Handoff

Design & Prototyping Tools: Figma, FigJam, Framer, Spline, Adobe Photoshop, Illustrator, After Effects, Premiere Pro, React Native, TypeScript, Swift/SwiftUI, HTML/CSS, GitHub, Supabase, Jira, GA4

AI Tools: Claude Code, Cursor, Codex, Figma Make, ChatGPT, Gemini, Midjourney, Higgsfield