

Brian Hulme
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(801) 368-0899
Denver, CO

JULY 2022 – CURRENT

Lead Product Designer

Ancestry

Currently leading both web and native app design in the social and collaborative space for ancestry.

Actively participating in product roadmap decisions, growth tests, research results and data-influenced design changes.

Help lead, mentor and train younger designers on the social and collaborative team in skill-building, design consistency, creative thinking and idea execution.

Actively work in and contribute to various design systems throughout the Ancestry family of products.

RESPONSIBILITIES

Design System
Product Design
Web & App Design
Product Roadmap
Brainstorming

JANUARY 2022 – JUNE 2022

Lead Product Designer

Shef

Designed and managed the Product Design System for Shef.

Owned all designs from concept to final designs for the Shef (B2B) platform, and conducted regular user research and product testing calls with our shef customers.

Led brainstorm discussions and helped organize product roadmap and OKR decisions, and led blue-sky design initiatives to help shape future product ideas.

RESPONSIBILITIES

Design System
Product Design
Web & App Design
User Research & Testing
Product Roadmap
Brainstorming

JUNE 2021 – JANUARY 2022

Senior Product Designer

Craft Studios

Led user experience and visual design direction for multiple clients.

Presented to executive-level employees and ran explorational design exercises with large teams.

Organized and led internal creative team-building exercises to help culture stay strong and to unify remote employees.

CLIENTS

Amur Equipment Financing
Keller Williams

SEPTEMBER 2017 – JUNE 2021

Senior Product Designer

Josh.ai

Led the creative direction for all web products, marketing collateral and hardware design.

Designed and oversaw implementation of a complex web app, including user testing, design quality assurance, sprint planning with the dev team.

Oversaw print production of product packaging, brand booklets, t-shirts, and more collateral.

Led 3D hardware design for future products.

RESPONSIBILITIES

Creative Direction
Web App
Marketing Site
Print Materials
3D Hardware Design
Video & Animation

JUNE 2015 – SEPTEMBER 2017

Senior Designer

Deloitte Digital

Served as senior designer on various high-profile client accounts—ran creative discovery sessions, design reviews and product demos with clients for complete app & website redesigns.

Led teams of visual designers on various projects—including creative direction, providing feedback and training junior designers in best practices.

Organized and ran team-wide creative workshops & activities to keep team excitement level high.

CLIENTS

Chipotle
Shane Co.
Transamerica
State of California
Hitachi
Healthgrades

DECEMBER 2013 – JUNE 2015

Visual Designer

Deloitte Digital

Served as the visual designer on many different high-profile accounts—produced designs, sliced assets and created redlines for developers.

Worked closely with a creative director to create unique solutions for web and mobile apps, as well as video direction, editing and post-production.

CLIENTS

Healthgrades
CVS
Church of Jesus Christ of Latter-Day Saints
Adobe

JUNE 2012 – DECEMBER 2013

Graphic Designer

thredUP Inc.

Worked on a small design team in a high-paced startup environment. Completely redesigned all webpage, packaging and email/web advertising.

Served as the sole mobile & UI/UX designer and directed, filmed and edited marketing videos.

RESPONSIBILITIES

iOS & Android Apps
Website Redesign
Packaging
Video Direction
Email Campaigns

EDUCATION

BA, Graphic Design
Brigham Young University

2004, 2007–2012

High School Diploma
San Ramon Valley High School

2000–2004

SKILLS

Proficient in Figma, Sketch, Adobe, Principle & Zeplin

Adobe programs include Photoshop, Illustrator, InDesign, After Effects and Premiere Pro.

Working Knowledge of 3D Modeling

Programs include MAXON Cinema4D and 2D/3D CAD drawing software.

Fluent in Spanish

I spent two years living abroad in Honduras.