

Brian Heston

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SYSTEMS / PRODUCT / UX / UI DESIGNER & DEVELOPER

Creative systems designer with expertise in design thinking and building advanced design systems. Proven history of successfully analyzing requirements and transitioning them into actionable ideas across all project phases. Experienced developer capable of building solutions and bridging design and development. A strong collaborator and communicator with excellent leadership and mentoring skills.

Design Systems | UX/UI Design | Interaction Design | Information Architecture | Mobile Game Design | Mobile App Design | Website Design | Requirements Analysis

WORK EXPERIENCE

Microsoft

2019 – 2022

Senior Designer / Design Systems (Technologist)

Drove the design of the modern web experiences design system, powering key requirements including rapid experimentation and stylistic alignment across different canvases.

- Directly supported experiences across 1.4 billion *Windows* devices, the *Edge* browser, and *Microsoft Start*.
- Collaborated on *Fluent UI* across *Windows*, *Office*, *Teams*, *Azure*, and *Web Experiences*.
- Led the *Adaptive UI* features of the open-source project *FAST* – A novel approach to power next-generation design system needs, delighters, and accessibility.
- Contributed to the W3C design tokens community group.
- Worked on design-to-code tools to improve product coherence by promoting a single source of truth and rapid ideation with functional designs.

TUNE

2016 - 2018

Senior UX Designer / Design Systems and Tooling

Worked on both web and native mobile apps and contributed to our custom design system.

- Collaborated closely with the product and engineering teams to define new features and future vision for the *HasOffers* product.
- Analyzed customer data on feature usage metrics to determine patterns and opportunities for improvement.
- Heavily involved in field studies, interviewing, and testing of prototypes.
- Built out a full design library in Sketch, including custom plugins, enabling the design team to quickly iterate on ideas in higher fidelity and increase communication.

Simply Measured

2015 - 2016

Senior Product Designer

Worked on the second-generation web app, focusing on the distinctive needs of visualization and exploration of a large pool of multidimensional data.

- Designed a cohesive navigation and control framework to provide context to the various visualizations and encourage exploration.
- Expanded the company's product discipline into mobile through prototyping of responsive design.

Microsoft (contract)

2014 - 2015

Design Integrator (Technologist)

Provided highly detailed polish and consistency on the updated *Groove Music* and *Movies & TV* apps for Windows 10 on desktop and mobile.

- Bridged communication gaps between design and engineering, identifying potential issues before they surfaced.
- Intimately familiar with the design principles. Recognized numerous consistency and usability issues and collaborated with multiple teams for resolution to achieve the highest quality throughout the product family.

Microsoft (contract)**2013***UX Designer, Developer*

Performed UX design work for Xbox systems interface and corporate rollout of two factor authentication.

- Saved ~250 Xbox Live admins an estimated 6 hours of time and frustration a week by designing a streamlined interface to replace a complicated back-end system for real-time permissions management.
- Determined the high-priority actions and relevant information people needed to make decisions. Increased accountability and reportability by integrating two systems.
- Enabled the corporation-wide rollout of two-factor authentication by designing the flow and site for registration and management. Empowered over 100,000 employees with secure external access and increased productivity from any device.
- Kept support costs to a minimum, with a quick adoption rate and highly positive feedback.
- Achieved more than I was hired for, allowing the project to cut resources, and was subsequently brought back for additional features.
- Revived a backburner project allowing employees to reset their forgotten passwords, reducing thousands of helpdesk calls a month and drastically cutting associated costs.

Fractalmouse Games**2011 - 2015***Founder, Designer, Developer*

Started Fractalmouse Games to design great casual games for mobile devices.

- Hand-crafted the visuals by researching famous ships and people of the time period.
- Maintained detail-oriented focus on superb usability to preserve a 4.8 rating in the store.
- Invested in distinctive features like two-player online battle, social integration, and real-time gameplay.
- Designed a cloud service for managing game state. Created a simple interface to define custom assets and game play rules.

ADDITIONAL RELEVANT EXPERIENCE**EC Wise***Senior UX Designer, Developer***Captura Software***Software Developer***EDUCATION****Bachelor of Fine Arts (BFA) in Design, Minor in Art History**, Boston University

Internship at Concise Media Group, London

TECHNICAL SKILLS

Figma | Sketch | InVision | Adobe CS | Framer | Proto.io | Axure | Office | Visio

HTML | CSS | JavaScript | Web Components | React | C# | XAML