

Brian Heston

Systems / Product / Experience / Interface Designer

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I believe that design is the challenge of solving problems - the problems you uncover when you really dig into and understand what people are trying to accomplish. I recognize that great human-centered design requires taking the whole experience into account.

I make a connection with my audience by forming the context for every interaction they have. I make this experience delightful by carefully balancing necessary functionality with ease of use and understanding. I focus on quality and consistency, where the details make the difference.

Throughout my career I have grown well-versed in a wide range of different aspects of design.

- extensive experience building advanced design systems
- designed numerous apps, games, and sites from a blank slate
- working at every level from collaborating on a concept to polishing for launch
- successful at analyzing product requirements and turning them into actionable ideas
- able to understand human needs and advocate for the customer
- breaking designs into modular and reusable components
- incredibly detail-oriented, consistent, and organized
- creating sketches, flows, wireframes, mockups, comps, and prototypes
- communicating and articulating design decisions and alternatives to stakeholders
- designing a logical model, information architecture, and handling edge cases
- leading design teams and mentoring junior designers
- understanding technical considerations and communicating with engineers

SKILLS

Roles – Design systems, UX/UI design, interaction design, information architecture, mobile game design, mobile app design, website design, requirements analysis

Industries – Gaming, entertainment, media, social, mobile devices, marketing, financial, health care, HR, expense management, software development, business intelligence

Tools and Programming – Figma, Sketch, InVision, Adobe CS, Framer, Proto.io, Axure, Office, Visio, HTML, CSS, JavaScript, Web Components, React, C#, XAML, et al.

I stay up to date and use what works for the team

EDUCATION

BFA in Design, Minor in Art History, Boston University

Internship at Concise Media Group, London

WORK EXPERIENCE

Microsoft

2019 – Present

Designer / Design Systems for web experiences

Driving the design and guidance for the design system used across modern web experiences including the *Edge* browser and *Microsoft Start*. I'm a direct collaborator on the open-source project *FAST*, where I focus on solid accessibility and *Adaptive UI* – A system built around design tokens with features like an adaptive color system for personalization and dynamic contrast to support vision needs. I have collaborated on this effort with many partners including *Windows*, *Office*, *Teams*, *Azure*, and *Fluent UI*.

Also designing next-generation design tools that improves coherence between designers and developers by promoting a single source of truth and rapid ideation with functional designs.

TUNE

2016 - 2018

Sr. UX Designer

Worked closely with the product and engineering teams to define new features and future vision for the *HasOffers* product. Worked on both web and native mobile apps and contributed to our in-house component library and style guide Highly data and customer driven, researching analytics on existing features and detailed usage metrics across our wide range of customers to determine patterns. 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

Sr. 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 into mobile through prototyping of responsive design.

Microsoft (contract)

2014 - 2015

Design Integrator

Highly detailed polish and consistency on the updated *Groove Music* and *Movies & TV* apps for Windows 10 (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

Xbox Live – Saved hundreds of Xbox Live admins countless hours of time and frustration 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.

IT – 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, UX Designer

Started Fractalmouse Games to design great casual games for mobile devices. For *Looting I* hand-crafted the visuals by researching famous ships and people of the time period. Maintained my detail-oriented focus on superb usability to preserve a high rating in the store. Invested in distinctive features like two-player online battle, social integration, and real-time gameplay.

Designed a cloud service for game developers who need a back-end for managing game state. Created a simple interface to define custom assets and game play rules.

EC Wise

1999 - 2012

Sr. UX Designer

With this consulting company I collaborated on a broad spectrum of successful projects, including:

Triologue – Reduced time-to-market and increased adoption with a ridiculously simple visual builder for defining a complex marketing campaign, including filtering customers and defining multiple in and out touch points. Eliminated the possibility of error-prone configuration with a flowchart metaphor using blocks with dynamic connections that ensured logical consistency.

A casino gaming suite – Increased host contact with casino guests through the design of a suite of mobile apps and websites, thus increasing their time and money spent at the property. Included a gamified reservations site, apps for hosts and guests, and a kiosk for events and digital signage.

Singulex – Enabled clinical advisors to focus on their patients with a quick and flexible design for intaking medical history, medications, and exercise. Focused on enabling organic conversation flow instead of rigorous and endless forms and validation.

TransCentra – Ended one-off development efforts by designing a massive web-based printing and remittance processing system. This platform led to the onboarding of many new clients and quickly recovered costs. Kept the interface intuitive, learnable, and quick to implement with my full-featured design system of highly interactive components.

A private media company – Consolidated large lists of various types of media from disparate sources through a streamlined information architecture and navigation system of a touch-based media explorer and entertainment app.

Captura Software

1998 - 1999

Software Developer

Enabled our clients to move to the web and save costs by writing 75% of the UI for the new version of our expense management system. Made major design contributions to our custom html component framework, creating greater site consistency and increasing team productivity.