

Brian Krenz // UX Leader, Designer, & Researcher

WORK EXPERIENCE

Oracle, Ann Arbor, MI

User Experience Team Manager, Feb 2022 – Present

- Managing a multi-national UX commerce consulting team for Oracle's Retail Global Business Unit
- Oversaw accessibility evaluation of high-profile customer's website

Senior Principal User Experience Designer, Jun 2021 – Jan 2022

- Oversaw design team on all projects, internal and customer-facing
- Led creation of design system used on all consulting projects
- Supervised design of the organization's Commerce Cloud "Accelerator"

Principal User Experience Designer, Mar 2017 – Jun 2021

- Oversaw design of commerce sites for Fortune 500 clients
- Led 10-person design team on major site redesign for a large department-store retailer, resulting in double-digit conversion increase
- Assisted project management team on complex, high-profile project for Northeastern grocery chain

User Experience Designer, Oct 2014 – Feb 2017

- Continued UX role in Oracle's Retail Global Business Unit after acquisition

MICROS-Retail, Inc.

User Experience Designer, Apr 2013 – Oct 2014

- Collaborated regularly with developers and creative designers
- Participated in requirements gathering with clients and translated those requirements into wireframes
- Created test plans for user testing and moderated testing sessions

Echo360, Inc.

User Experience Designer, Jan 2013 – Mar 2013

Team Detroit

User Experience Architect, Oct 2012 – Dec 2012

University of Michigan Institute for Social Research

Research Technician Associate, Jul 2007 – Oct 2012

EDUCATION

University of Michigan School of Information, Ann Arbor, MI

Master of Science in Information, Human Computer Interaction, Apr 2012

University of Michigan, Ann Arbor, MI

Bachelor of Arts, Psychology, Apr 2007

CONTACT

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LinkedIn

SKILLS

Comparative analysis

Contextual inquiry

Diary study

Flow diagramming

Focus groups

Heuristic evaluation

Interaction mapping

Persona creation

Storyboarding

Survey research

User testing

Wireframing

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Agile Methodologies

Accessibility Evaluations

Some HTML/CSS/JS

Some Python

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Adobe Photoshop/Illustrator

Axure RP

Figma

Qualtrics

Sketch