

Brian Krenz

Global UX Leader, Designer, & Researcher

WORK EXPERIENCE

Oracle, Inc.

User Experience Manager | Feb 2022 – Present

- Leading a [multi-national UX commerce consulting team](#) for Oracle's Retail GIU, mentoring the team and overseeing design and research on all projects
- Managing [front-end development team](#), in addition to design team
- Oversaw accessibility evaluation of high-profile customer site, [fixing over 100 accessibility-related issues](#) – and am standardizing this process for all projects
- Regularly [facilitating knowledge-sharing sessions](#) for the organization, educating the consulting team on a wide range of topics
- Led creation of sales deck showcasing team's Accelerator tool offering and [regularly collaborate during sales process](#) to pitch UX services to customers

Senior Principal User Experience Designer | Jun 2021 – Jan 2022

- Oversaw design team on all projects, internal and customer-facing
- Supervised design of the organization's Commerce Cloud Accelerator, a tool that has [greatly streamlined all subsequent customer implementations](#)
- Led creation of [design system](#) used to speed up design and development on all projects

Principal User Experience Designer | Mar 2017 – Jun 2021

- Led large design team on major site redesign for a department-store retailer, [resulting in double-digit conversion increase](#)
- Oversaw design of commerce sites for [Fortune 500 clients](#)
- Assisted project management team on complex project for Northeastern grocery chain, [leading to exceedingly positive customer feedback](#)

User Experience Designer | Apr 2013 – Feb 2017

- 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

EDUCATION

University of Michigan School of Information

Master of Science in Information, HCI | Apr 2012

University of Michigan

Bachelor of Arts, Psychology | Apr 2007

CONTACT

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SKILLS

UX Practices

- Accessibility Design
- Comparative Analysis
- Contextual Inquiry
- Diary Study
- Design Systems
- Flow Diagramming
- Focus Groups
- Heuristic Evaluation
- Interaction Mapping
- Mobile App Design
- Persona Creation
- Storyboarding
- Survey Research
- User Testing
- Wireframing

Dev Practices

- Agile Methodologies
- Accessibility Evaluations
- Some HTML/CSS/JS
- Some Python

Software Expertise

- Adobe Ps/Ai
- Axure RP
- ChatGPT
- Figma
- Jira
- Qualtrics
- Sketch