Brian Krenz

Global UX Leader, Designer, & Researcher

WORK EXPERIENCE

Oracle, Inc.

User Experience Manager | Feb 2022 – Present

- Managed and mentored a multidisciplinary, global design and implementation team, including UX designers and researchers, creative/visual designers, and UI developers (both full-time and contractors)
- Led cross-functional UX evaluations and product redesigns, working closely with product development and consulting teams outside my immediate organization, greatly improving the customer experience of their products
- Constantly adapting to new domains, learning new industries at a rate of two per year over my consulting career
- Worked with customer UX at medical-device seller, guiding their designs to align with Oracle's commerce platform
- 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 our consulting team on a wide range of topics
- Oversaw design of checkout flow for a key customer's native mobile app
- Led projects in highly-regulated industries, including alcohol distribution and utilities consumer services

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 adoption of design system process, including transitioning to new design toolset (Figma)

Principal User Experience Designer | Mar 2017 – Jun 2021

- Led large design team on major site redesign for a highly-regulated military retailer, applying Conversion Rate Optimization (CRO) principles and user-centered design to achieve double-digit checkout 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

CONTACT

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- LinkedIn

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
- AI (ChatGPT/Claude)
- Figma
- Jira
- Qualtrics
- Sketch

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CONFERENCE TALKS

Internet User Experience Conference

- UIs in Motion: An examination of what elevates motion design from irritating to compelling
- Making a Sandy, a Customer Design System (I invited customer UX lead to speak with me on the design system we created for their site.)

CERTIFICATIONS AND AWARDS

- Two-time Consultant of the Quarter, Oracle Commerce Consulting │ 2016 and 2022
- Scaled Agile Framework (SAFe®) Practitioner Certification │ 2016

EDUCATION

University of Michigan School of Information

Master of Science in Information, Human-Computer Interaction │ April 2012

University of Michigan

Bachelor of Arts, Psychology │ April 2007

FEATURED CLIENTS

Food and Alcohol

- Domino's Pizza, Inc.
- Yum! Brands, Inc.
- ABC Fine Wine & Spirits
- Goody Goody Liquor, Inc.

Government

- Pennsylvania Liquor Control Board

Grocery

- Hannaford Bros. Co.
- Meijer Inc.

Military

- Army & Air Force Exchange Service (AAFES)
- NEXCOM (U.S. Navy Exchange)

Variety Retailers

- Dollar Tree, Inc.
- Family Dollar Stores, Inc.