

# BRIAN TAKLE

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## ACCOMPLISHMENTS

Experience in design, research, content strategy; and working closely with stakeholders and developers to achieve the best in user-focused web properties.

- As UX team leader, pioneered processes to create workflows, establish design patterns, and define the architecture for web site development teams. Created sophisticated prototypes and helped build a scaleable UI component framework and library.
- Built and led UX and CX research with a team of analytics experts to research customer experience, gain critical insights, and define and measure business KPIs.
- Coached teams in Agile best practices including workshops, product chartering, and the mentoring of product managers, developers, and designers to the successful release of Fortune 250 web sites.
- Recruited and mentored project teams of writers, editors, translators, graphic designers, instructional designers, and web developers to produce content for industry-leading software and product releases.
- Established content-management practices that solved decades-long budgetary and managerial issues through the application of UX information architecture, standardized terminology, and reference libraries.
- Applied rigorous quality standards in both personal and team-built content with style guides, pattern libraries, visual dictionaries, brand consistency, and user-based semantic research and analytics.

## EXPERIENCE

### **SENIOR UX DESIGNER, U.S. BANK**

**2 YR**

Established UX practice within the business architecture team. Significantly advanced the user experience of relationship-management platforms, mapped user journeys, conducted competitive and comparative analyses, created prototypes and wireframes, and built a UX component library. Worked closely with executive leadership to create, define and measure business outcomes. Collaborated with geographically widespread sprint teams to develop, execute and test development stories.

### **MANAGER OF UX ARCHITECTURE AND MEASUREMENT, AMERIPRISE**

**4 YR**

Worked closely with researchers, analysts, architects, designers, vendors, and stakeholders. Produced detailed user journeys, wireframes, prototypes, and high-fidelity designs to help guide sprint teams to successful releases. Recruited and mentored team members who played an instrumental role in the years-long launch of multiple major web sites.

**SENIOR TECHNICAL WRITER, ACIST MEDICAL SYSTEMS****2 YR**

Created high-end labeling for medical devices, spanning all aspects of client communication—marketing, instructions for use (IFUs), and new product UX. Established work processes to ensure quality, and managed translation and localization of devices and collateral. Managed teams and vendors within a highly complex regulatory environment.

**PRINCIPAL INFORMATION DEVELOPER, INBOX CONSULTING****10 YR**

Created top quality content and marketing deliverables comprising web sites, sales collateral, journal articles, whitepapers, and reference documents. Worked closely to build and establish guidelines for complex content management systems. Managed writers, editors, graphic designers, and developers, as well as translation and print vendor relationships. Defined content strategy, pattern libraries, and style guides.

**PROJECT LEAD, SIGNORELLI & ASSOCIATES****3 YR**

Acted both as lead writer and team manager for other writers, editors, and designers to create and deliver marketing content to clients. Owned and managed client and vendor relationships across multiple fields. Developed internal and external web sites, including defining the strategy, information architecture, code management, and design.

**WEB DEVELOPER, UW-RIVER FALLS MODERN LANGUAGE DEPARTMENT****2 YR**

Architected, wrote, and maintained departmental website, comprising strategy, requirements analysis, content generation, stakeholder review, design, and development.

## EDUCATION

**UNIVERSITY OF WISCONSIN - RIVER FALLS**

- Bachelor of Arts, double major in English and Modern Language (French), Summa Cum Laude. Focus on critical analysis, comparative literature study, writing, and editing under a largely self-directed curriculum.
- Independent, 6-month, self-directed thesis project in Carcassonne, France, and surrounding communities involving the Cathar religion and analysis of *La Chanson de la Croisade Contre les Albigeois*.

## TOOLS AND TECHNOLOGIES

Sketch, Axure, Adobe Analytics, HTML, CSS, LESS, Fractal, SuitCSS, Python, JavaScript, C, React, Handlebars, XML, XSLT, DITA, Adobe Creative Suite, responsive design, InDesign, Illustrator, Photoshop, Affinity Publisher and Affinity Photo, content management systems, topic-based writing, user-centered design, grid-based layout, minimalism, user personas, usability research, design patterns.