

# BRIAN CALDER

Delivering Successful User-Centered Design

## Contact:

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Since 1995, I have led teams through the design and development of new digital products, websites, and business portals. As a User Experience consultant and freelance contractor, I have been an integral part of user-centric interfaces and innovative, award-winning applications that make engagement easier and more rewarding.

## Employment History

Current	2005	2000	1995
<b>The Gerstle Group, Inc. (Self-Employed)</b> <b>Interaction Design and Product Design Consultant</b> <ul style="list-style-type: none"><li>• Work with clients as a principal and consultant leading teams to deliver successful user-centered solutions for e-commerce interfaces, mobile applications, enterprise applications, and marketing campaigns.</li><li>• Design thoughtful and award-winning user-focused interactions, leveraging customer research, usability tests, card sorting research, heuristic analysis, and more.</li><li>• Define process flows, information architecture, personas, wireframes and prototypes, to become the backbones for successful digital development.</li></ul>	<b>Autodesk, Inc.</b> <b>Sr. Web Producer / Product Manager</b> <ul style="list-style-type: none"><li>• Managed User Experience of all interactive online tools</li><li>• Managed analytics-driven UX strategies</li><li>• Managed Internet development projects, marketing programs, campaigns</li></ul>	<b>IMSI</b> <b>Sr. Product Manager / Executive Site Producer</b> <ul style="list-style-type: none"><li>• Developed and executed product roadmaps and strategies to contribute to the long-term growth of the business division</li><li>• Applied user-centered design principals to all product design (before “User-centered design” was a thing)</li></ul>	

## Notable Clients



## Applicable Skills

• Interaction Design • Wireframing  
• Product Design • Visual Design  
• Information Architecture  
• Functional Specifications  
• Usability Testing • Business Requirements Development  
• Process Flow Diagramming  
• Usability Prototype Development  
• Persona Development • Card Sorts  
• Customer Feedback Sessions • User Scenario Development • Project Management • Market Research  
• Mobile Design • Responsive Design  
• Pattern Library • Project Management • HTML • CSS  
• JavaScript

## Platforms & Technologies

• Windows • Mac • Visio • Axure  
• Balsamiq • Sketch • InVision  
• Word • Excel • Access • PowerPoint  
• Photoshop • Illustrator • InDesign  
• WordPress • Webflow • Ecommerce  
• Email Marketing • Enterprise SaaS  
• Relational Database concepts • Jira  
• Various defect control systems  
• HTML • CSS • JavaScript • SQL  
• and more