

Brian Durkin

Design-Thinking, Digital Transformation, UX, CX, Product Design

This is a short bio of myself and the work I have accomplished.

Today, I live in Franklin Massachusetts with my family after spending most of my life in the NYC area. Since my youth, I've been involved in making, creating, building, and designing. Through the years the content or subject matter has changed, but my passion and creativity have not. I consider myself to be a designer and artist.

What is the difference between Design and Art?

I believe that design solutions make the world a better place through the human connected interactions we have with technology. Interaction Design, Information Architecture, User Experience and Customer Experience all have one thing drastically in common, and that is the objective is inherently to make the conversation between human and machine easier, to then make the world a better place and improve the human condition.

In recent years I've been working in Digital Transformation in some way as either a Head of UX or Design Manager, or as an individual contributor facilitating the innovation process. I have a passion for designing and strategizing innovative digital experiences. A passion for managing and mentoring designers and consider myself an evangelist and enthusiastic Design-Thinking facilitator. I have learned the most important traits for a designer are to have humility and empathy and a passion to help. All design is a hypothesis until you validate assumptions; so that humility and knowledge that we are not the users, is of most importance in validating your target outcomes.



"Creativity is a process, not a superpower."

- me

Design Leader

For the last decade I have been focused on volunteering my time to help promote the craft of UX. I have been elected to the Board of Directors for UXPA Boston, a Local Leader for IXDA New York and Boston, and I even started a conference that went for 5 years and saw about 300 in attendance called **World IA Day Boston**.

Design Manager

In my career I have gotten to a place where I can mentor other Designers and I love it. I get so much satisfaction teaching and promoting others work. The job of any good manager is to work for the people you're managing. If I am responsible for a team, it's my view that I always ask first off, "How are you doing?" and then, "Is there anything I can do to help you, be more productive in any way?"

Design Practitioner

I love solving problems. I love designing solutions and using my artistic creativity mold with my knowledge that everyone is creative. Anyone, once taught to think in new ways and be open to exploration and ideation, everyone can have a creative solution.

Design Orgs









Companies I've helped

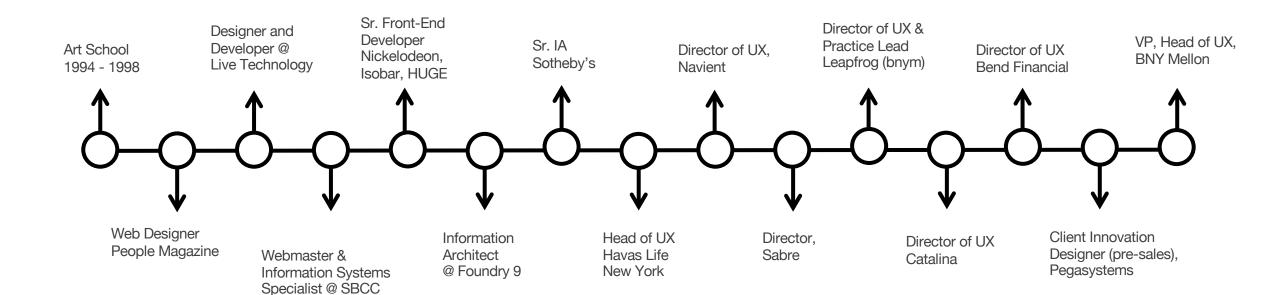








This is a portfolio and case study for the career path of Brian Durkin.



How I build a product:

Goal Defining:

- Objectives & Key Results
- Defining Business Needs
- Defining what success looks like

Empathy Development:

- User Interviews
- User Personas
- Defining Problems
- Finding Opportunities
- Journey Mapping
- User Stories

Ideation:

- Divergent Thinking
- Collaboration
- Hypothesis Tracking
- Content Organization
- Content Mapping
- Tracking and Changing Behaviors
- Prototyping

Success Measurements:

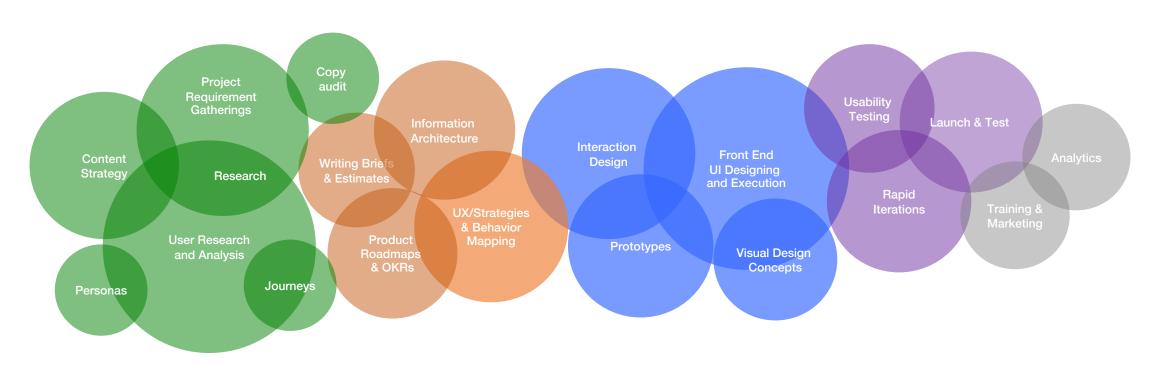
- Quantitative analysis
- Converging Qualitative data into insights

Validation:

- Usability Testing. Validating assumptions based on observed behavior
- P Communication of tasks, pain-points and new problems, outcomes and observations, and new insights and opportunities

Areas of Expertise

Information Architecture, Interaction Design, Visual Design, UX Strategies, and Design Operations

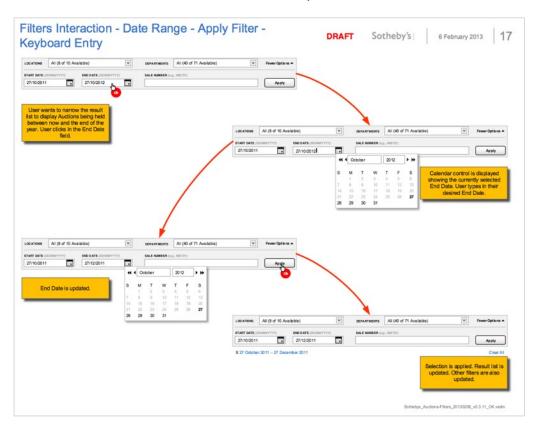


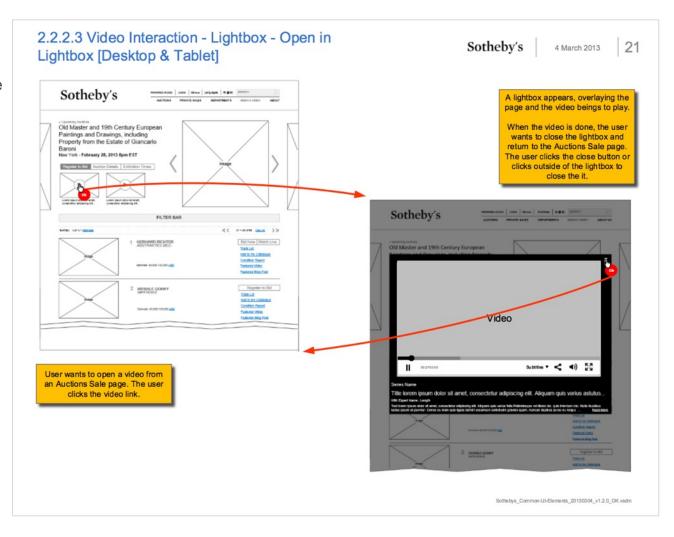
Current tools: Drawing (whiteboard and paper), Figma, Sketch, InVision, Code (HTML, CSS, JS), PowerPoint, Keynote, Slack, Trello, Adobe CC, OmniGraffle, InDesign, etc.

My Work: Sotheby's

At Sotheby's, my main responsibility was redesigning the main website into a responsive site that was engaging and simple to use. This was before prototyping tools like InVision made it easy to validate so we ended up with not just a new website but a set of IA documents that were hundreds of pages long and detailed every interaction.

I soon became an advocate for Lean UX practices.





My Work: CATALINA®

Today Catalina is going through a digital transformation bringing a 30 year old world of tracking and targeting instore shopping data to delivering personalized and targeted programmatic offers, and making that not just digital, but an omni-channel experience. (think about the coupons you get at POS when checking out of a supermarket)

I've now helped senior leadership members pitch and sell digital promotion experiences based on my design solutions like this one:

The user is targeted with an Ad on CNN.com



The user lands on interstitial, and offer is loaded to a rewards card. User can now add the coupon as a reminder to their wallet.

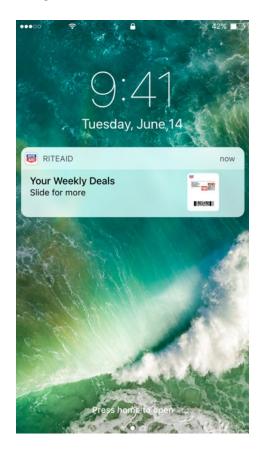




The user now sees coupon in wallet.

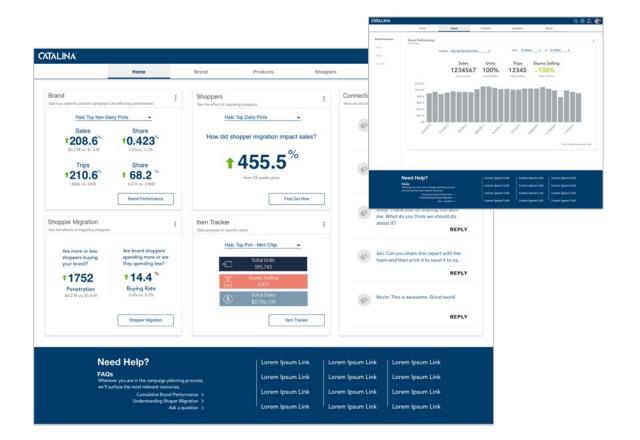


Using BLE Beacon technologies, the user is prompted with a reminder upon entering the store. The benefits of combining mobile technologies and an in-store experience allows for personalized and targeted offers get to a user digitally before the shopping experience, and redemptions happen in-store making it omni-channel.



My Work: CATALINA®

Beyond helping pitch and sell digital promotion experiences based on the prototypes I've built, I've also been working on design solutions for data analysis experiences (dashboards/portals) that are helping to move that enterprise transformation from a world of Excel spreadsheets and Powerpoint decks, to a web based delivery of data insights pulled from MicroStrategy.

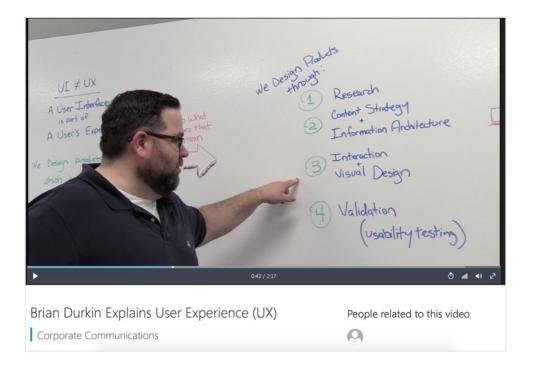




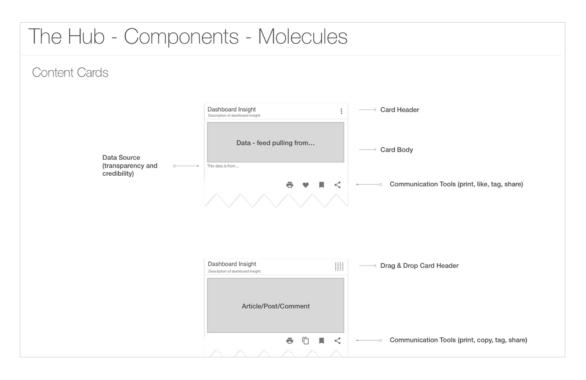


My Work: CATALINA®

Along with the prototypes, wireframes, and digital design assets I deliver, I've also been working as an evangelist for UX and Design-Thinking within the company. The world of UX was foreign to the company so this has been one of the most challenging efforts and one I have found the most opportunities in.



Link to watch video: https://bit.ly/2kRQAY9



Not only am I designing products but I'm shaping the current Design Operations for the org moving forward. I have successfully managed to design and build a Design System that is a repository of reusable design patterns.

Built from the patternlab.io template, basing design pattern organization on the Atomic Design Methodology, and using Material UI as a base for familiarity for users, I've been able to "sell" it's usefulness to the engineering team as well as get the senior leadership team to agree that it is something that might help change the process for including UX and Design in general at Catalina.



At Pega I was working in the presales process as an investment from Pega. The team was called Client Innovation and my group was a Catalyst team.

A Design Catalyst team consisted of a Pega Designer, a Pega Developer, and a BA. The catalyst revolved around a workshop with three phases: Pre-Workshop, Workshop Facilitation, Post-Workshop executive briefing with validated prototype. I was the designer in the group and responsible for interviewing and planning, running the workshop, and putting together the story we needed to tell.

To the right here is an example of a highly facilitated workshop. The target outcome was to tell the story through our executive readout with feedback from validating a prototype that told a micro-journey.

Design Thinking Workshop

Workshop Phase	Activities	Timing	Outcome	
Kick-Off	We enable everyone to understand the process and the need for a shared understanding. We also commit to being involved and to collaborate.	30 min.	Day 1: Understand the nature of these activities and results	
Introductions	Introduction activities to get to know, each other, the process, and any virtual tools we use.	1 hr.	1 hr. Day 1: Understanding of each other and the tools	
Discover Business Outcomes	We start to find opportunities, by focusing on problems (pain-points), outcomes (benefits), and possible solutions (features).	1.5 hrs.	Day 1: Understanding of goals and objectives	
Define a Solution	We create a hypothesis and define what success looks like.	30 min.	Day 1: Understanding direction	
Empathy	We establish and understand user personas based on research. (can be an off-site activity via interviews and team)	1.5 hrs.	Day 2: Understanding the users	
Map an Experience	We map an experience.	2 hrs.	Day 2: Understanding the experience	
Storyboard an Experience	Sketch what the solution looks like. 3 hrs.		Day 3: Collaboration	
Make a Prototype	Build something (prototype)	1 hr. *	Day 4: Start an MLP	
Validate	Check something (test the prototype for usability and usefulness)	1 hr. *	Day 5: Test an MLP	
Iterate	Iterate based on testing results (validate value)	1 hr. *	Day 5: Iterate based on quick insights	
Beyond	We wrap up the engagement with presentation, reflection, plans for evolution of the prototype, and how to continue the test-and-learn approach.	2 hrs.	Day 6: Beyond the Prototype	



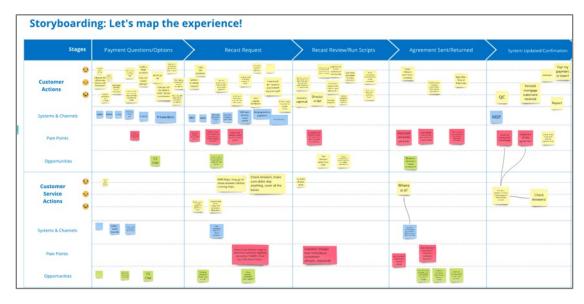
This process was rooted in Design-Thinking activities to define outcomes, minimize risk, and guarantee value. The 3 parts of an engagement with a client were as follows:

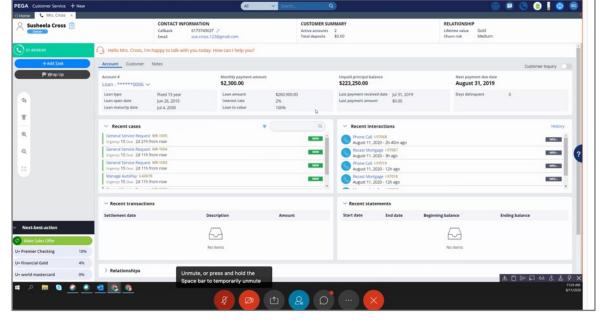
	Focus	Spark	Build	
CX Solutioning	 Stakeholder Interviews Business Outcomes Definition Industry Research Persona Development 	Innovation Workshop: • Empathy & Experience Mapping • Root Cause Analysis • Ideation: Divergent-Thinking • Storyboarding: Convergent-Thinking	 Prototype Development Prototype Testing & Iteration Roadmap Preparation 	 DELIVERABLES Interactive Prototype Business Value Assessment Executive Read Out MLP Roadmap
Business Value Analysis	 Confirm Target Business Outcomes Collect relevant KPI, TCO and Operational Metrics 	 Establish economic model Validate improvement drivers Collect and verify data 	Finalize Business Value Assessment	
Client Participants	 Stakeholders Senior process owners Leads / decision makers SME's 	All	 IT resources to participate in prototype development New users for usability testing 	
Weekly Time Commitmen	at 3 - 6 Hours	12 - 15 Hours	3 - 6 Hours	
Governance	30 minutes 2-3x per week stand-ups (to	uch point on engagement status, progress an	d action items.).	

My Work: PEGA

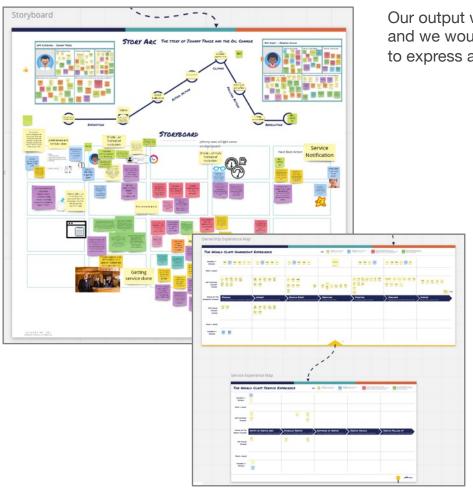


Our highly facilitated workshop would try to help facilitate empathy across a cross-functional group reviewing the business objectives and the user's goals and digging deep into problem areas and pain-points.









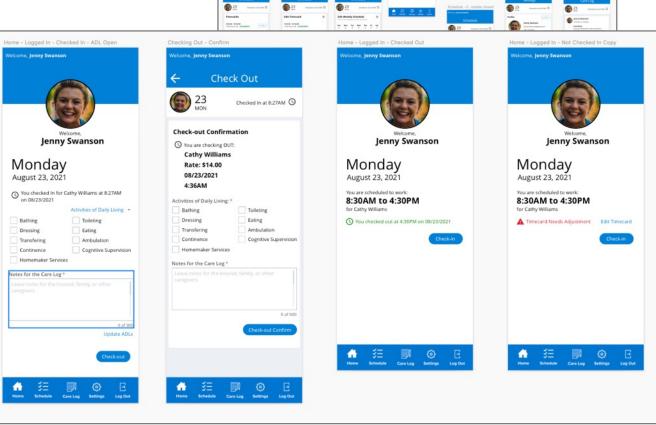
Our output would be a story for success and we would build part of the journey to express a micro-journey.

Checking Out-Checked In - ADL Open

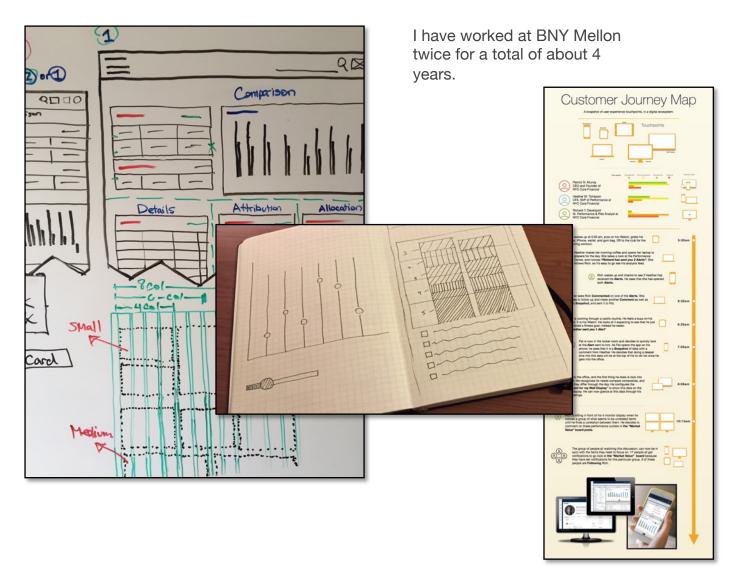
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Check Out

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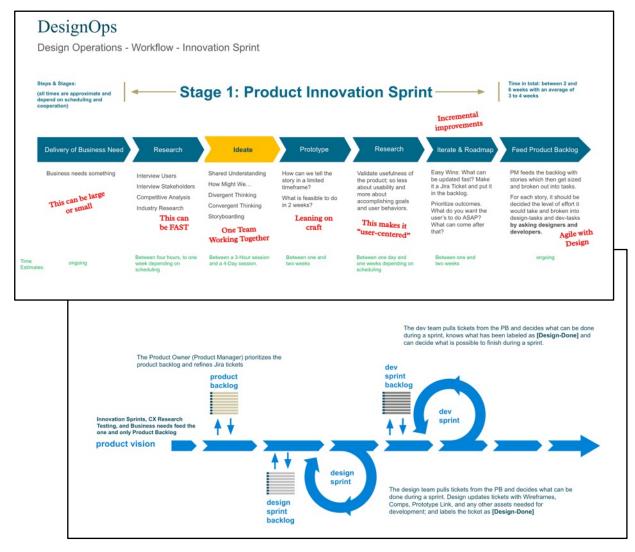


My Work: > BNY MELLON

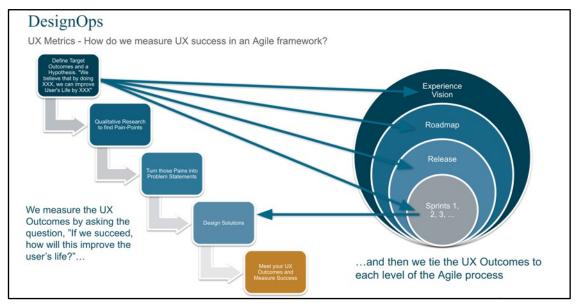




My Work: > BNY MELLON



When I was recruited to come back to BNY Mellon, I was working in a managerial role as the Sr. Group Manager. This VP level role oversaw the people and designers on the team from hiring to mentoring to running design critiques.





Thank You

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