

**Brian Humrichouser**

Product designer

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Introduction

I am a passionate designer who enjoys creating delightful experiences. For over 12 years I have designed UX and visuals on an array of teams; from startups as the sole designer, to large product teams at Amazon and Microsoft.

Experience**Amazon - Prime Video | UX Designer | 2016 - 2019**

As part of a v-team for channels and subscriptions, I conceived and created UX/UI for a variety of cross-platform initiatives. I was a key player in reenvisioning the Prime Video navigation from both a UX and visual perspective. Additionally, I worked with research and PM to launch a successful channel offering free content, supported by ads to Prime and non-Prime customers alike.

Porcelain LLC | Founder | 2013 - 2016

A limited liability company through which I worked with startups to conceptualize products and carry them to launch. As sole designer, I managed and supplied all design needs from logos and websites to full featured applications. Clients include: Tectonic, Digium, Clevertch.

CNN | Zite Personalized Magazine | Lead UX Designer | 2011 - 2012

Zite was a personalized magazine that offered tailored articles based on an amazing algorithm. As the sole designer on a product team of five, my responsibilities included creating end-to-end user flows across iOS, Android, and Windows phone, as well as supplying designs for digital ads, the product site, and marketing related collateral.

Microsoft Bing | UX Designer II | 2009 - 2011

I was a key contributor to Bing UX; from the overall visual system, to working on social integrations with Facebook. In addition, I lead the design for Bing Entertainment which was a new initiative to create visually rich answers and domains around entertainment related queries. I created the first Bing Social Guidelines, and pushed for visual and typographic consideration throughout the ecosystem.

Microsoft Entertainment Experience | Graphic Designer III | 2008 - 2009

Partnered with product teams to design Xbox and Zune related materials. I created UX/UI and layouts for client software and designed interactive, marketing websites showcasing products and features.

Education**Ohio University | Graduate**

Bachelors of Fine Art – Graphic Design

Bachelors of Telecommunication – Video Production