



Brian Humrichouser
Product Designer
brianhumrichouser.com
brian.humrichouser@gmail.com

Introduction

A dedicated and passionate product designer with over 18 years of experience crafting engaging and intuitive user experiences. I have contributed to diverse teams—from startups where I served as the sole designer to large-scale product teams at Amazon and Microsoft. My expertise lies in translating user needs into seamless, impactful designs that drive engagement and satisfaction.

Experience

Huntington Bank | Senior UX Designer | 2020 - Present

Lead UX designer for 3 major, years-long projects: Teen Banking, Caregiver Banking and a Planning space. Partnered with product, engineering, and business teams to deliver innovative, customer-focused experiences. Manage project timelines, prioritize initiatives, and design high-quality interaction solutions that drive adoption and engagement.

Freelance | UX/UI and Visual Designer | 2019 - 2020

Created identities, marketing collateral, video edits, and UX/UI strategies for various brands. Delivered end-to-end design solutions tailored to user needs and business goals.

Amazon - Prime Video | UX Designer | 2016 - 2019

Concepted and designed UX/UI for cross-platform initiatives. Collaborated with Product Management and Business stakeholders to launch an ad-supported channel for Prime and non-Prime customers, introducing a new media type to the Amazon ecosystem and expanding audience engagement.

Porcelain LLC | Founder | 2013 - 2016

Founded a design consultancy supporting startups in conceptualizing, designing, and launching digital products. Managed all design aspects, including branding, marketing assets, and full product UX/UI. Clients included Techtonic, Digium, and Clevertch.

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

Designed a personalized magazine app delivering tailored articles through a recommendation algorithm. Created end-to-end experiences across iOS, Android, and Windows Phone, along with digital ads, website, and marketing collateral.

Microsoft Bing | UX Designer II | 2009 - 2011

Integrated social features such as Bing Together with Facebook. Led design for Bing Entertainment, delivering visually rich answers for entertainment queries. Created the first Bing Social Guidelines and promoted consistent visual and typographic standards across the platform.

Education

Ohio University | Graduate

Bachelors of Fine Art – Graphic Design
Bachelors of Telecommunication – Video Production

Professional Interests

As a Senior Designer and UX Lead, I'm ready to take the next step in my career as a Principal or Systems Designer. I'm passionate about shaping cohesive product ecosystems and gaining a deep understanding of how every component connects. My goal is to help teams stay aligned, ensuring a unified vision and seamless user experience across all touchpoints.

Growth Areas

Strong in User Experience and design execution, I'm eager to expand my understanding of business strategy and product initiatives. I aim to deepen my grasp of the broader organizational landscape to better connect design decisions with strategic goals and drive more impactful, holistic solutions.

Hobbies

Sewing is a passion that allows me to create functional, wearable pieces through craftsmanship and attention to detail. Much like UX design, I approach each project with empathy for the end user, aiming to craft meaningful and delightful experiences for others. Music has been a creative outlet for over 20 years, during which I've written and released multiple albums. Gaming has also been a constant source of inspiration—from NES to PS5—fueling my appreciation for interactive storytelling and immersive design.

Technical skills

Mac, PC, Figma,
Sketch, XD, Adobe
suite, UX, UI, IA