

John Bryan

Executive Design Leadership & Strategy

Over the past decade, I've led design strategy at high-growth startups through acquisition and guided design practices within Fortune 500s. I've built, scaled, and mentored high-performing teams that delivered award-winning digital products.

Experience

Director of User Experience

Coterie | Dec 2023 – Jan 2025

- Drove product success leading to the company becoming cash flow positive by defining and executing the end-to-end UX strategy, leading initiatives in research, data analysis, design ops, agile integration, design system scaling, and executive cross-functional collaboration (IT, Marketing, Data, CRM).
- Generated ~\$1.4M in additional monthly revenue by introducing innovative policy add-ons, directing design and research efforts while guiding and mentoring the product design team to increase average policy premiums by \$70 and achieve 80% user adoption.
- Led the product design team in creating and launching an enterprise design system that improved product consistency and development efficiency. Secured executive buy-in, aligned cross-functional teams, and established scalable governance to drive long-term adoption.

Head of Design

Gparency | Apr 2022 – Nov 2023

- Partnered with the CEO, CPO, and CTO to define product vision and design strategy, leading prioritization, feature planning, and UX direction for Gparency's core marketplace platform.
- Built and led a team of six designers to deliver a cohesive, high-impact user experience across web and mobile that drove platform engagement, customer growth, and industry recognition in publications (Commercial Observer, The Real Deal).
- Designed and launched a suite of tools including a commercial loan calculator and lender portal, contributing to \$1.5M+ in ARR and a 5x increase in active monthly memberships.

Director of Product Design

Fiserv | Feb 2019 – Apr 2022

- Contributed to ~\$1B in annual product revenue by establishing and leading a high-performance, 30+ member design organization responsible for delivering key products including Zelle and Popmoney.
- Shaped omni-channel experiences for 1,000+ financial institutions by directing the design strategy and execution for Fiserv's core digital banking and lending application portfolio.
- Added ~\$250M in contract value and achieved ~100% YOY revenue growth for three consecutive years by spearheading the design vision and team execution for innovative digital lending products.

Contact

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Skills

Design Leadership & Strategy

UX Strategy & Vision
Design Operations
Team Building & Empowerment
User Research
Usability Testing
Interaction Design
Design Systems

Tools & Technologies

Figma
Adobe Creative Suite
Google AI Studio
LLM (GPT, Claude, Gemini)
Cursor AI
Midjourney
Mural
Google Analytics
HTML5 & CSS3
JavaScript
Git & Github

Achievements

Recipient of 3 IDC FinTech
Product Awards

References available upon request

Head of Design

iLendx (Acquired by Fiserv) | July 2018 – Feb 2019

- Directly contributed to the acquisition of iLendx by Fiserv by leading the design strategy that scaled product adoption from 1 to 100+ financial institutions for a suite of B2B/B2C SaaS lending products.
- Enhanced team efficiency and product scalability by building and managing a 10-person cross-functional design team, implementing Agile operations, and establishing the company's first scalable design system.
- Drove market leadership and innovation by guiding the team in designing industry-leading products, including a mobile loan application and online auto marketplace (later acquired by TransUnion).

Lead UX/UI Designer

Linux Academy | Apr 2016 – May 2018

- Played a key role in the company's growth (5 to 150+ employees) and subsequent acquisition by A Cloud Guru by directing the design strategy and execution for all user-facing products and platforms.
- Expanded user reach and platform capabilities by leading the design and launch of the innovative 'Labs as a Service' (LaaS) platform, enabling real-time AWS lab environments.
- Built and managed a team of 5 designers, establishing scalable design systems, enhancing user experiences, and pioneering Agile processes across departments.

UX/UI Designer & Front End Developer

Call Box | Nov 2014 – Apr 2016

- Spearheaded design and front-end development for three SaaS products, including an in-house tool that streamlined communication and project management across teams.
- Delivered the company's first mobile app, driving accessibility and usability, while mentoring a team of junior designers to foster innovation and high-quality execution.

UX/UI Designer

TherapySync | Oct 2012 – Nov 2014

- Significantly enhanced platform usability by leading the complete redesign of the company's core responsive SaaS platform as TherapySync's first dedicated designer.
- Improved technical support efficiency by designing and implementing an internal ticket management tool, delivering both UX enhancements and front-end code.