Brad Hutchison, MAS
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PROFILE

My track record consists of finding consumer & business value through creating highly usable products and processes with efficiency in mind. I have solved complex business problems for companies across many disciplines from start-ups to multiple fortune 100 businesses. I have personally built 2 successful businesses as well as created multiple teams within companies, showing a strong entrepreneurial drive and dedication to growth, innovation and quality. In user experience, I found a niche that fit too well with my extensive background in design, sales, business, and development, and being a left and right brain thinker, I have thrived in a new and incredibly complex field.

PROFESSIONAL EXPERIENCE

Owner, Managing Director – Station Dental Group, Aurora/Arvada, CO   **April 2016 – Current**

Created a new dental brand and started two modern dental offices in the Denver Metro area, achieving success through identifying powerful processes and tools to ensure a quality dental visit with the patient experience as the focal point.

Director, Digital Products – National CineMedia, Centennial, CO   **Dec 2013 – Feb 2017**

As Director of the NCM Digital Products team, I was responsible for overseeing the ideation, design, development and ongoing maintenance of NCM's Digital Product Portfolio. This team supported nearly every business unit in the company with their digital initiatives and custom projects. Committed to creating the best mobile and online interactive experiences through innovative design and the latest technical development, this was the ultimate "start-up" group within our corporate environment.

- Worked with top management at Shazam – identified the best integration with current Shazam user expectations and designed a new in-theater experience (Cinema Mode) to tie in directly with the NCM FirstLook show, including journey maps, wireframes, prototypes, interaction design, specifications, extensive user testing and user demos.
- Managed ground-up iOS & Android app, Movie Night Out, throughout requirements gathering, strategy sessions, design & development, quality assurance and usability studies.
- Oversaw the creation, testing & reporting of a national beacon network with over 120 brick and mortar installations consisting of 2000+ active beacons within top US theater chains.
- Managed Digital team and drove conception & design for a complete re-write of a major NCM sales tool – Media Center – resulting in a hugely successful product launch with zero bugs.

Additional roles at NCM: Manager, User Experience

User Interface Architect – Cachematrix LLC, Denver, CO   **April 2012 – December 2013**

- Responsible for the design and development of high quality B2B user interfaces deployed by Cachematrix on behalf of client companies including Bank of America, Silicon Valley Bank, Barclays, US Bank among others.
- Worked directly with on-site and overseas development and quality assurance teams, as well as user experience, graphic design, and business analyst professionals to plan future application enhancements within a Scrum environment.
- Used strong HTML/CSS skills to assure a high quality and cross browser compatible product while maintaining universal usability and design principles.
- Developed new Cachematrix online brand and launched new responsive site design.

User Experience Architect – Hewlett Packard, Ft. Collins, CO   **2012 - Contract**

- Collaborated with members of UI design team and R&D development teams to design simple, clean, & elegant user interfaces for new innovative cloud based service.
- Developed wire-frames, storyboards, and mockups to effectively communicate interaction and design concepts.

- Assessed and optimized the performance of new and existing features by actively participating in usability testing and user research, and interpreting analytics data.

UI/UX Designer – Arrow Electronics Inc., Englewood, CO   **2011 - Contract**

- Created mockups and prototypes to effectively communicate interaction and design ideas for high volume B2C e-commerce tool.
- Implemented Web page changes utilizing HTML, CSS and JavaScript while maintaining Web standards and best practices.
- Participated in all creative/branding aspects of website design and development including web performance and user based analysis, planning and testing.
- Developed VOC user group of over 650 participants.
- Supplemented business requirements with monthly feedback surveys and thorough data analysis as full e-commerce team and executive presentations.

Website Manager – Desks Incorporated, Denver, CO   **2010-2011**

CPO / Managing Partner – Flash2xS.com LLC / TattooFinder.com, Denver, CO   **2001-2009**

- Built and managed popular niche B2C Internet Company, named by PC Magazine as 2005's top 100 sites.
- Built strategic alliances with Inked Magazine, EA Sports, The Learning Channel and Harper Collins Publishing, with whom I contracted to create a 500-page book made available in every Barnes & Noble and selling over 200,000 copies.
- Used customer feedback and usability best practices to continually improve user interface, experience, accessibility and ROI.
- Facilitated and oversaw all design needs including branding, print, direct mail and web.
- Liaison to 70+ artists worldwide and manager to five employees.
- Researched consumer and industry trends to build Flash2xs.com/TattooFinder.com into the largest and most successful company of its kind.

Senior Designer – FastSigns, Houston, TX   **2003-2004**

Graphic Design / Product Development - Evergreen New Media, Denver, CO   **2001-2003**

EDUCATION

University of Denver, Denver CO
- Master of Applied Science – Mobile Application Development –3.90 GPA
- Graduate Certificate in Web Design & Development

University of Northern Colorado, Greeley CO
- Bachelor of Arts – Graphic Design

RELEVANT SKILLS

Adobe CC, HTML5, CSS3, LESS, XAML, Sketch, Balsamiq, Axure, Camtasia, Visual Studio, Proto.io, TFS, Visio, Project Management, Client Relations, Strategic Planning, Team Building & Management, Prototyping, Word, Excel, PowerPoint

PORTFOLIO www.bradcrumbs.com