



Brian Orlando

Product + Experience Designer

brianorlando.xyz
orlandobrian07@gmail.com

I'm an interdisciplinary designer with a background in business, information systems, and HCI with 4 years of experience. I leverage my unique skillset to design impactful solutions to complex problems that extend outside the constraints of webpages and smartphone screens. I'm interested in a position that allows me to design the future of HCI in a meaningful way.

EXPERIENCE

Interaction Designer

NASA JPL Europa Clipper Capstone Project, 1/2017 - Present

Researching and designing immersive VR and AR tools for the NASA Europa Clipper mission for my graduate capstone project.

Experience Designer + Researcher

UW Department of Psychology, 6/2016 - 3/2017

Led a series of design research activities for a national healthcare study to assist in the design of 2 data visualization tools: one for patients with chronic conditions and another for medical researchers.

Product Manager + Experience Designer

Tapas Media Inc, 3/2013 - 6/2015

Oversaw product planning for Tapastic's web and mobile apps for a team of 12 developers, designers, and content managers.

Researched and designed 30+ features that increased user engagement by 7x, signup conversion by 4x, and user retention by 2x, bringing Tapastic to 1,000,000+ readers and 9,000+ content creators.

Implemented a product analytics systems to help the team keep track of company metrics and goals.

SKILLS

Competent in all stages of the design process.

- Design Research
- Ideation
- Sketching
- Storyboarding
- Info Architecture
- Wireframing
- Interaction Design
- Visual Design
- Rapid Prototyping
- Design Evaluation
- Product Planning
- Product Strategy
- Visual Effects
- Video Prototyping
- VR/AR Design
- Redlining

TOOLS

Familiar with major design tools and can learn new ones on the fly.

- Sketch
- Photoshop
- Illustrator
- InDesign
- Marvel
- UserTesting
- After Effects
- Premiere Pro
- Cinema 4D
- InVision
- Mixpanel

EDUCATION

Master of Human Computer Interaction + Design

University of Washington
8/2017 (graduation)

Bachelor of Science in Business Management Information Systems

San Jose State University
Summa Cum Laude
5/2013

AWARDS

The IBM Great Mind Challenge First Place Team

Team competed in a prototyping competition against 22 top universities and 88 teams and received 1st place.

AT&T Accessibility Hackathon Winner

Team awarded for an app prototype that assisted the blind and handicapped.

SJSU NFC Hackathon First Place Winner

Team awarded \$1000 for creating an NFC app prototype and business plan.

Alpha AI Sirat Scholar

Awarded to the top 2 business students at San Jose State University