

Brendan Bolton-Klinger

UX Director / Designer / Mentor / 18 Years Experience

Mission

I'm all about driving projects that bring positivity and empowerment to everyone involved - Helping users succeed, businesses grow, and my team shine.

Client Include

ABCmouse, Amazon, FX, LegalZoom, Lexus, MassMutual, NatGeo, Nationwide, Nutrisystem, Optum Health, Refersion, Reuters, Saab, Samsung, Target, USAA, Volvo, C Spire Cellular, Honey, ...

Key Skills

My skill set is focused around Strategy, Design, Research, Communication, and Mentoring.

I have deep experience with the following activities and deliverables: Stakeholder interviews; Primary user research (moderated 1-on-1s for exploratory research or usability, depending on where we're at in the project); Competitive analysis; Analytics reviews; Distilling research findings into actionable insights; Creating personas, use-cases, and user-flows; Defining strategic vision and project roadmaps; Feature matrices and experience/site maps; Blackbelt wireframing and prototyping; Creating functional spec and collaboration with engineers; Creative direction; Design Ops; Teaching; And, generally being a fun and positive person to work with (so I have been told.)

Connect

brendanbkbk@gmail.com | brendanbkbk.com
917 806-0855

Recent Experience

Over the past two decades, I've built my skills at some of the world's most innovative companies, working with some of the most admired brands in the world. My recent roles are below.

UX Director | [Fantasy](#) | 2020 - 2023

Partnering with various executive leaders at Optum Health, I led all workstreams on this account, focusing on the design of better tools for case evaluation, telehealth, an AI-powered patient profile, and deploying a Design System across the [Optum](#) and [UnitedHealthcare](#) product ecosystem.

UX Consultant | [DayForward](#) | 2019 - 2020

Worked directly with the CEO to define and create the first iteration of a new type of life insurance, focused on the more graspable concept of "income replacement" as opposed to the standard "death benefit". It has since grown to a team of 30+ with a valuation of ~75MM.

UX Consultant | [Refersion](#) | 2017 - 2021

I helped this affiliate and influencer marketing start-up to mature their product and establish their own internal Design practice. as they scaled from a 10 person organization to a team of 50+, while getting acquired by [Assembly](#) (who reached a 1BN valuation shortly after).

UX Consultant | [AgeOfLearning](#) | 2015 - 2017

Collaborating with executives and UX leadership, I helped this sleeping giant in the online educational space develop their UX practice, expand their product verticals, and achieve a 1BN dollar valuation.

(For more, see [LinkedIn](#).)