

Will Bryant

Proficiencies:

Creative:

- Beginning-to-end Creative Product Development (developing concepts through release)
- Art Direction and Oversight
- User Experience Design including Wireframing/Storyboarding (OmniGraffle)

Management:

- Manage relationships with top tier brands including Disney, Hasbro, Mattel, Lucas Film, etc.
- Effective oversight of designers and developers teams
- Project Management and Budgeting

Design and Technical:

- Adobe Creative Suite (Photoshop, Illustrator, etc.)
- Video Editing (including Final Cut Pro 7)
- iOS App Development (iTunes Connect, Xcode and TestFlight)

Experience:

Mobile Application and UX Consultant (Full-Time) - KIDdesigns/SDI Technologies (iHome); Rahway, NJ; March 2013 – Present

- Create and oversee the concept, design and development of mobile applications that pair with consumer-focused, mass market, app-enhanced hardware
- Manage several independent teams of designers and developers on simultaneous app initiatives
- Oversee all in-house app design efforts
- Develop technical UX process flow documents for manufacturing and testing

Director of Production and Strategy - WaveRider Design; Wilmington, NC; August 2012 – February 2013

- Translated client's goals into digital products by managing a team of in-house designers and developers to create custom mobile applications and websites
- Primary user experience designer, transforming broad ideas into flowcharts and wireframes
- Developed and adhered to budgeting, scope and timeline documents

Senior Producer - Ruckus Media Group; Norwalk, CT / New York, NY; August 2010 – July 2012

- Managed the end-to-end production of interactive storybook apps with brands including Transformers, SeaWorld, VeggieTales and Dino Dan
- Directed a team of designers on art development throughout the app creation process
- Developed in-app activity concepts and storyboards including flowcharts and schematic diagrams

Creator, Executive Editor and Web Designer - Knocks From the Underground; New York, NY; May 2008 – January 2012

- Developed an digital music magazine promoting "undiscovered" local music in top domestic demographics
- Managed a staff of 30 volunteer writers, editors and designers and oversaw all aspects of the website's design, production and promotion
- Coordinated concerts to promote local bands and the site

Account Executive - Access Communications; San Francisco, CA / New York, NY; July 2007 – November 2009

- Designed, budgeted and staffed trade show and publicity events
- Created and presented new business pitches successful in securing new accounts
- Managed media relations and branding initiatives for SEGA, Vonage, Sprint and Intuit

Assistant Account Executive - Racepoint Group; Waltham, MA; August 2005 – November 2006

- Pitched business and trade publications regarding product and company announcements
- Drafted and edited press releases, advisories and case studies for clients

Education:

Quinnipiac University, Hamden, CT
M.S. Interactive Communications, 2011
Concentration: Digital Media Management

Boston University, Boston, MA
B.S. Communication, 2005
Concentration: Public Relations

Interests:

Art - Live Music, Modern Art, Photography
Sports - Skiing, Golf, Disc Golf, Squash, Rugby and Hiking
Travel - Four continents, 18 countries
Other - Restoring For Mustangs from the 1960's

