

BRIAN MCCONNELL

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I love to make stuff. The passion to create has shaped my career trajectory as I've worked in UX design, engineering and project management roles. This diverse experience comes in the service of mastering how to build products that solve personal needs and business goals. This unique blend of skills combines with a data-driven approach to product management. The result is a track record of positive results for consumer and enterprise products.

PROFESSIONAL EXPERIENCE

Cinchcast + BlogTalkRadio

Director of User Experience, December 2010 - Present

I oversaw the entire UX effort for BlogTalkRadio covering UX research, UI design, messaging & voice and agile project management. Our team of 3 full-time & contract designers conducted a global redesign across web, email and mobile platforms producing significant gains:

- 95% increase in organic visits
- 37.3% increase in organic page views
- 41.3% increase in monthly subscription revenue

Cinchcast

I helped Cinchcast launch their enterprise product from first prototype through MVP and on to enterprise application. I designed the visual language, the initial UI, defined Agile/Lean UX process and educated engineers on responsive design & agile UX.

buzzd

Director of User Experience, August 2009 - August 2010

Directed the design of Buzzd's mobile city guide. Utilized user centered practices, directed brand redesign, project managed agile development process.

- Increased overall user activity by 200+%
- Increased adoption & retention by 20%
- Doubled web & mobile web application speed

Edelman Digital

Technical Director, April 2007 - October 2008

Supervised a team of 4 web developers. My time was split between business development, UX design, writing technical specifications and mentoring developers.

Rhythmism.com

Founder & President / February 2004 - February 2012

I founded, designed and built New York's leading website for fans of dance music and nightclubbing.

- Bootstrapped, Profitable and Proud since 2007
- 5000 daily visitors from over 20 countries

Motionbox.com

Senior User Interface Developer, March 2006 - April 2007

Rich FX

R&D Developer, August 2004 - March 2006

Kageki

Founder & President / February 2000 - January 2005

Founded an interactive agency serving music industry clients. Helped record labels and distributors save on publishing costs and grow sales.

Cambridge Technology Partners

UX Design Technologist, October 1999 - April 2000

Reset.com / Xceed

UX Design Technologist, September 1998 - October 1999

EDUCATION

New York University - (1999) - Bachelor of Music

COMPETENCIES

DESIGN

- User-centered design using A/B tests, usability labs, and surveys.
- UI Design for desktop, mobile web, iOS & Android, and touch platforms
- Design management by process definition and personnel management.

PRODUCT MANAGEMENT

Set a vision → Define the KPIs → Validate new insights → Communicate progress up & down.

ENGINEERING

10,000+ hours steeped in code has taught me how software is built: OOP principles, MVC frameworks (client & server), pub/sub event architecture, RESTful services.