


Bart Landry

 bartlandry.com

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 (512) 680-3541

Senior Product Designer & UX Architect

For years, I have shaped and optimized the user experience of millions of users as a valued Product Design Leader and UX Architect. My experience includes agency consulting, ecommerce, government, healthcare, travel, telecommunications, mobile apps, and enterprise products. In my personal life, I am a musician, meditator, avid reader, lifelong learner, mentor, and an advocate for disability and mental health.

SKILLS ✨

Design

UX / UI

Information Architecture

Content Design

Wireframes

Mockups

Prototyping

Accessibility / WCAG

Responsive Design

Design Systems

Workflows

Storyboarding

Research

Persona Creation

Heuristic Analysis

Competitor Analysis

Usage Analysis

User Interviews

User Surveys

Usability Testing

TOOLS 🛠️

Design Tools

Figma

Adobe Suite

Proto.io

Development Tools

HTML/CSS

Javascript /JSON/jQuery

Wordpress

Python

D3

CONSULTING EXPERIENCE 📁

Senior Product Designer & UX Architect (*Freelance*)

Jan 2012 - Present, Austin, TX

I create effective solutions for clients including design agencies, financial institutions, healthcare companies, government agencies, and businesses in other fields such as travel, education, property management, oil & gas, trucking & logistics. This involves:

- Design of a wide variety of products from mobile apps to data-heavy enterprise desktop applications & intranet
- Information architecture / UX architecture
- UX audit & heuristic analysis
- User research & usability testing
- Documentation & business analysis
- Front End Development / Prototyping – this ranges from simpler prototypes (for user testing) to fully coded *scalable* prototypes (which development organizations use as the functional interface for the final product)
- Increased conversion in a variety of B2B & B2C products, in international/global target markets

PRIOR EXPERIENCE

- **Red River**, Senior Product Designer
- **Frog Design**, Senior UX Designer
- **Vrbo**, Senior UX Designer
- **Mystical Productions**, Multimedia Producer
- **ADP**, Senior Web Designer/Developer
- **Tangoe**, Senior Web Designer/Developer
- **Harte-Hanks**, UI Designer/Developer

EDUCATION 🎓

University of Texas at Austin, BS in Radio-Television-Film

Graduated Summa Cum Laude from the Advanced Communications Technology Laboratory - with a focus on multimedia design, human-computer interaction, and social implications of design in various forms of media