

Brandon Finn

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- Athos - Lead Product Design Mobile** - liveathos.com 2021-Present
- Developing cutting edge IoT fitness gear for the Military
 - Leading mobile app re-design, focusing on unique needs of the military
 - Raised over \$50mm to date
- Zenni Optical - Director Mobile App Growth** - zenni.com 2020-2021
- 4.3 mm monthly unique visitors
 - Leading design and growth team of native app on iOS and Android
 - Implemented Computer Vision VTO (Virtual Try On) in-app
- Sonia A.I. - Head of Product Design** - sonia.com 2017-2020
- Virtual Meeting Assistant utilizing NLP and Machine Learning to take meeting notes
 - Personally recruited and led research team to write annotation guide used to train our ML model
 - Worked with ML team for 18 months to develop our proprietary meeting summarization model, focused on the needs of our development customers in Finance, Insurance, Sales and Consulting
 - Grew to over 400,000 users in a span of 6 months from launch
- Modavou, Inc - Lead Product Design** - (acquired by Fireworktv.com) 2017
- Modavou is a social fashion discovery and e-commerce platform
 - UX and UI design for iOS and Android
 - Led design from MVP to launch and successful acquisition in Q4 2017 by Firework
- Skulpt - Lead UX/UI** - skulpt.me 2015-2017
- IoT consumer fitness device that measures body fat % and muscle quality
 - Total redesign of iOS and Android app leading to increased user retention and retail launch in Best Buy
 - Design and coding of CMS in JS, Go and Ruby on Rails to manage in-app content
- Clementine - Senior UX/UI** - clementine.io (acquired by Dropbox) 2013-2015
- Mobile conference calling app
 - Lead design team: UX/UI, branding, research and iteration of product from MVP to launch
 - Recruited and hired 2 junior designers and managed the design team
 - Homebrew Ventures portfolio company, acquired by Dropbox
- Aloha: Hang with Friends - UX/UI Design** - Google Play and iPhone App Store 2011-2013
- Developed an iterative process around usability testing: avg. weekly retention increased 47% to 65%
 - Redesigned mobile UI with Adobe Illustrator and Photoshop
 - Over 1,000,000 downloads in App Store and Google Play Store
- BMO Capital – Investment Banking Analyst Biotechnology** 2010-2011
- Investment Banking Analyst
 - Biotechnology group, primarily Oncology focused
- Trinity College, Hartford – BS Economics with Honors** 2006-2010
- Focus on Finance
 - Graduated with Honors

Skills

- UX: Figma, Invision, Marvel, Balsamiq, Principle, Framer.js, Optimizely, UserTesting.com
- UI: Figma, Sketch, Adobe Photoshop & XD
- Data Analysis: Mixpanel, Amplitude, Google Analytics, FullStory, LogRocket,
- Handoff: Invision DSM, Storybook.JS, Zeplin.io, Jira, Confluence
- Code: React.js, Go, Ruby-on-Rails, Objective-C, JavaScript, PHP, Node.js, CSS, HTML, jQuery, WebRTC, PostgreSQL, Webflow, Squarespace, Wordpress