

Brandon Finn

Email: BrandonFinn@gmail.com Portfolio: brandonfinn.com

Click Therapeutics (Health Tech) - Product Design Manager - Clicktherapeutics.com 2022-Present

- Developing the first FDA approved DTx treatment for Depression, currently in Ph3 clinical trials
- 4 Direct Design Reports, 17 team member Pod, Product Launch Q4 2023
- Native Android and iOS mobile apps

Athos (Health Tech) - Senior Product Design - liveathos.com 2021-2022

- Developing cutting edge IoT fitness gear for the Military
- Lead mobile app re-design, focusing on unique needs of US Military Special Operations
- Raised over \$50mm to date

Zenni Optical (Health Tech) - Director Mobile Product Design - 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

- Social fashion discovery e-commerce platform UX and UI design for iOS and Android
- Lead design from MVP to launch and successful acquisition in Q4 2017 by Firework

Skulpt (Health Tech) - 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 solution with native Android and iOS apps
- 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

Trinity College, Hartford – BS Economics with Honors 2006-2010

- Behavioral Economics, 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