

Brendan K Wypich

Lead UX + Product Designer

430 N Venice Blvd.
Venice, CA 90291

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650-799-2146

Work Experience

Epoxy Inc. (2012-Present)

Chief Experience Officer & Founding Team Member

- Part of founding team, growing company to 18 people and raising \$8.5M in funding.
- Oversee an interdisciplinary team (including visual, interaction, UX designers, content strategists and copywriters) through research, strategy development, conceptualization, product definition, design, and roll-out.

Lift Projects (2009-2012)

Principal

- Lead business development, generating over \$750K in new business in our first year. Clients included Google, YouTube, FitBit, AppBackr and a variety of early-stage start-ups.
- Guided clients through the entire product development process from preliminary research, to product definition, through to product build and launch.
- Provided creative and strategic leadership on teams that included designers, engineers, and senior management. Hands-on building skills from prototyping, UX/UI design, and front-end coding

Precourt Institute for Energy Efficiency (2009)

H-STAR, Stanford University

Project Lead, Design Researcher

- Project Lead on an ARPA-E funded multidisciplinary research project (in partnership with Google and PG&E) examining behavior change towards residential energy efficiency.
- Planned and conducted in-home ethnography interviews.
- Lead the interview synthesis process, user testing & in-home study design.

Centre for Foresight & Innovation, Stanford University (2008-2009)

BMW - 2020 Foresight Project

Design Researcher

- Member of a 7-person team assembled to depict alternative futures of “premium commuting experiences in mega-cities in the year 2020”.
- Hardware/Software prototyping, historical trends research and analysis used for the creation of future scenarios.
- “Design fiction” video scenarios (writing & production)

Daylight Design (2008)

Designer

- Early-stage product design (ideation, product & service concepts prototyping, and user-

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testing)

- Human factors research (script writing, user interviews, results synthesis/analysis)
- Video production and publishing

Education

Stanford University (2007-2009)

Design Program
MFA, Product Design

Ryerson University (2001-2005)

School of Image Arts
BFA, New Media

Queen's University (1996-2000)

School of Business
B.Comm Honors (Major in Marketing & IT)

Skills

Product Management & Team Leadership

- 12 years of leadership experience building creative + technical teams.
- Expertise in defining cohesive product experiences across devices and platforms.
- Expertise in UX/UI design, information flows, and product specification documents.
- Excellent communication and presentation skills.
- Expert understanding of state-of-the-art web technologies and social media APIs.

Design & Build

- Programming: HTML/CSS/JS, JQuery (+ AJAX), Ruby, PHP, MySQL, (advanced)
- Visual Design: Sketch, Adobe CC – Illustrator, Photoshop, Fireworks, InDesign (expert)
- Prototyping: Pen & Paper, OmniGraffle, Keynote, InVision, Max/MSP, Processing (expert)
- Video & Audio: Final Cut Pro, After Effects, Logic Pro Audio (expert)
- Electronics: Arduino, Basic Stamp, custom circuit design (advanced)

Ethnography & Design Research

- Writing interview scripts, conducting interviews
- Analyzing & compiling results