BRENON KALU, MHCID

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EXPERIENCE

Senior Product Designer, Music Vertical Platform • Spotify   *Sep' 22 - Present*
Building new experiences for artists, managers, labels, and their teams

Senior Product Designer • Etsy   *Nov '20 - Aug '22*
- Designed a platform allowing third-party brands to efficiently file intellectual property infringement reports against potentially policy-violating sellers
- Added two-factor authentication into the onboarding flow leading to a 90% adoption rate of 2FA for net-new sellers
- Integrated a password strength indicator into the account creation flow leading to a 20% increase in passwords categorized as strong for new Etsy members
- Designed and improved internal tools to enable external outsourcing agents to onboard and assist in the review of policy-violating shops, listings, and users
- Led the design of a holistic content moderation strategy focused on mature content and policy-violating content
- Designed experiences to keep millions of Etsy members aware of evolving global regulations affecting marketplaces

Product Designer II • AT&T | WarnerMedia | Xandr | AppNexus   *Nov '18 - Oct '20*
- Led multiple squads focused on buyer experience workflow improvements; managed sprints, grooming, and retros
- Designed a suite of bulk editing tools allowing users to update a number of their orders at once, exponentially reducing the time it takes for users to complete their tasks
- Led the research and design of a troubleshooting tool giving users insights into their orders, allowing them to optimize underperforming orders
- Researched and redesigned the set up and monitoring workflows for users of our buyer product; led multiple design sprints involving various stakeholders

Experience Designer • Havas   *Oct '17 - Oct '18*
Led the design and strategy of consumer-facing websites for pharmaceutical brands like GSK, Sanofi, and Indivior

UX Research & Design Intern • Bloomberg   *May '17 - Aug '17*
Designed an internal file management tool supporting the unique file management needs of Bloomberg Terminal users

UX Designer • Comrade   *Mar '15 - Mar '17*
Designed mobile apps, websites, and tools for financial services clients like Wells Fargo, Charles Schwab, and TIAA

EDUCATION

Master of Human-Computer Interaction & Design • University of California - Irvine   *Sep '16 - Sep '17*
B.S. Business Administration - Information Systems • San Diego State University   *Aug '09 - May '13*

SKILLS

sketching, prototyping, wireframing, storyboarding, mockups, personas, sitemaps, journey mapping, sprint planning, user research, usability testing, documentation, collaboration, communication, html, css

TOOLS

Figma, Sketch, Invision, Axure RP, Adobe XD, Illustrator, Photoshop, Balsamiq, Omnigraffle, Principle, Abstract, Jira, Confluence, Powerpoint, Keynote, Google Workspace, Heap Analytics, Lucidchart, Miro

INTERESTS

food, music, travel, culture, art, mentorship, financial wellness, mental wellness, basketball, volleyball