

Bryan Chalker

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Determine the problem then design the solution. That's always been my goal, whether with non-profits and startups or large corporations. I bring a strong foundation in visual design and usability, with a dedicated focus on crafting seamless, intuitive user flows and engaging interactions. As a generalist, I'm strong in all phases of design, from research and wireframing to prototyping and high-fidelity UI. I'm highly collaborative, working closely with cross-functional teams to align user needs with business goals and deliver impactful digital experiences. In the end, if a product doesn't solve a problem, then it is a problem.

PROFESSIONAL EXPERIENCE

Inspira Financial/Accruit

March 2025 - present

UX Product Designer and Consultant

- Redesigned a legacy fintech app for managing 1031 Exchanges, making it more accessible and ready for SaaS delivery.
- Ran UX research through interviews, task analysis, and usability testing to guide design decisions and feature priorities.
- Designed responsive, mobile-friendly dashboards in Figma for internal teams and white-label partners, improving task flow and visibility.
- Worked closely with stakeholders and a team of 6 developers to turn research, business goals, and tech needs into clear user flows.
- Rolled out a mobile-ready UI so users could check statuses and start exchanges on the go, leading to a 40% boost in mobile usage.

Corporate Traffic Logistics/Smartgistics

November 2022 - March 2025

Senior Product Designer (contract)

- Led end-to-end UX for a core internal logistics app, from IA and task flows to high-fidelity Figma prototypes, reducing design-to-dev time by at least 25%.
- Collaborated with stakeholders and a team of 5 developers and testers to streamline truck routing and delivery coordination, improving broker efficiency by 30% and increased confidence in our product from leadership down.
- Ran user research, interviews, and usability testing to guide design decisions and align with KPIs, increasing feature adoption by 50%. This was essential in firming up confidence for the application launch.
- Designed responsive web and mobile UIs with dashboards, custom CMS tools, and integrated third-party data visualizations to support daily logistics.
- Launched a mobile-friendly app for brokers and admins, improving on-the-go access and client responsiveness, contributing to a 40% boost in on-the-go usage.

Florida Blue (Blue Cross Blue Shield)

May 2017 - April 2025

Principal UX Product Designer

- Led a team of 4 designers in the healthcare Claims space, driving user-centered design for Member and Provider portals across Agile and Waterfall environments.
- Delivered end-to-end UX solutions using Figma and Adobe XD, including wireframes, prototypes, and flows, which cut dev rework by thousands of hours and improved design clarity for cross-functional teams.
- Collaborated daily with stakeholders, PMs, and developers to ensure all design work adhered to PHI and HIPAA compliance and aligned with enterprise-wide design systems, UI patterns, and collaborative FigJam whiteboarding.
- Ran user research, feedback sessions, and usability testing to troubleshoot edge cases, address user pain points and provide solutions to their task roadblocks and frustrations.
- Served as the UX resource on an enterprise-level team tasked with retiring a legacy claims processing system and designing its modern web-based replacement, making the transition smooth and efficient for the users.

- Designed streamlined Android and tablet interfaces for a warehouse management platform integrating inventory with NetSuite and Oracle ERP systems, improving task efficiency by 30%.
- Partnered with Product Managers to develop user flows and high-fidelity prototypes, embracing Lean UX principles for rapid iteration and quick learning cycles.
- Collaborated closely with developers, QA, and stakeholders using Jira, Rally, and Shortcut to refine features and boost overall product usability by 25%.
- Led design reviews, demos, and stakeholder presentations to ensure alignment between user needs, business goals, and design decisions.
- Conducted onsite user shadowing and usability testing to gather insights, driving data-informed improvements that reduced user errors considerably. It was invaluable watching users physically interact with devices and the interfaces I designed.

COMPACT USER CASE STUDIES

Accruit - *Dashboard and Intake Submission Form*

Problem: The dashboard lacked a clear, accessible overview of user data, leading to frequent support tickets. The submission process was also intimidating, particularly for taxpayers unfamiliar with industry-specific terminology.

Solution: Redesigned the dashboard to surface key data in a clear, concise snapshot, reducing user reliance on customer support. Overhauled the submission form to improve usability and accessibility, resulting in more confident self-service and increased user engagement.

Corporate Traffic Logistics (Smartgistics) - *Carrier Management System and Transportation Management System*

Problem: The company relied on 4–5 fragmented third-party systems for carrier and transportation management. This caused inefficiencies, slow reporting, limited control over data, and no long-term scalability.

Solution: Designed and built Smartgistics, a custom in-house Carrier Management System (CMS) and Transportation Management System (TMS), tailored to the company's logistics needs and operational workflows.

Impact: Enabled faster turnaround for customized reports and operational tasks while giving the company full ownership and control of their data. Seamlessly integrated both systems into one streamlined experience for brokers and users, and positioned the platform for future scalability as a SaaS product.

Florida Blue (Blue Cross Blue Shield) - *Migration from legacy application to web.*

Problem: Claims operations at Florida Blue were spread across multiple systems, requiring users to toggle between screens to gather information. The legacy "Diamond" system lacked performance, flexibility, and HIPAA-compliant data segmentation.

Approach: As lead UX designer, I conducted virtual shadowing sessions with claims staff, identifying key user flows, tasks, and pain points. I worked closely with Business Systems Analysts and stakeholders to turn these insights into user stories and actionable features.

Solution: Led the design of **Claims Connect**, a centralized web platform that unified all claims data, including provider details, COB, diagnosis codes, and eligibility, into a single, role-based interface. Introduced dual data views and smart inventory filters, replacing the legacy system with a faster, compliant, and user-friendly solution.

Impact: The redesign reduced cognitive load and navigation time, significantly improving efficiency for auditors and support staff while aligning the platform with HIPAA and PHI standards.

EDUCATION

University of North Florida
Bachelor's Degree

Jacksonville, FL
Sociology

SKILLS

Software: Figma, Adobe XD, Adobe Creative Cloud Suite, Illustrator, Photoshop, Sublime, VS Code, Rally, JIRA, Slack, MS Teams
Soft: Constructive Discussions, Decision Making, Problem Solving, Collaboration, Stakeholder Presentations, Detail-Oriented
Technical: Journey Maps, Wireframes, Prototyping, Visual Design, User Flows, UI, UX, Agile, Usability Testing, Interaction Design (IxD), Business Objectives, Design Thinking, HTML, CSS, Personas, A/B Testing, Accessibility (WCAG), User-Centered Design (UCD), Information Architecture (IA), User Research, Product Design, UX Design, Product Lifecycle, End-to-End, Communication Skills, Detail Oriented, Design Patterns, Design Library, User Interface, User Feedback, Stakeholder Collaboration, Strategic Mindset, React, Front-End, Team Collaboration, Mockups, Generalist, T-Shape

WHAT SOME OTHERS SAY (Unabridged versions on my LinkedIn Profile)

Chase King, Logistics Technology Leader - Product Manager at Corporate Traffic Logistics (Smartgistics)

“He communicates well with both product and engineering teams, helping to maintain alignment and move projects forward. His attention to user needs and openness to iteration have made him a dependable collaborator...”

While every project comes with its own challenges, Bryan remains steady and solution-oriented. He’s someone who contributes thoughtfully to team discussions and is always open to refining his ideas to meet business and user goals.”

Jennifer Pitts, Senior BSA at Florida Blue (Blue Cross Blue Shield)

“Bryan was the first UX designer I ever worked with, and he established a high standard for subsequent designers. He was always eager to comprehend the business aspects of the project and how our employees would interact with the new application...”

Bryan played a pivotal role in designing our new web-based application for viewing and modifying claims. His designs have made the application more intuitive, resulting in reduced training time and costs for new employees. His unwavering commitment to accessibility has had a profound impact on our users with visual impairments. They no longer face challenges in fulfilling their roles.

Most of all, I appreciate Bryan’s willingness to mentor me in UX design. While not my official job, the concepts he’s taught me have helped me to become a better Analyst. I will forever be grateful [sic] that we were able to work together.”

Jeffrey Marcum, Principal Engineer at Florida Blue (Blue Cross Blue Shield)

“Bryan and I dealt with this on a daily basis while re-engineering a legacy, mission-critical, Powerbuilder thick-client application to a new REACT SPA web-based application. The number [of] user clicks and screens was drastically reduced and the overall application flow was improved tremendously for our business partners. Bryan's analysis and design output really reflected his ability to understand the core Use Cases and Edge Cases for the application. The styling of the application was also greatly improved to more modern standards.”

Shelly Shiers, Senior IT Manager at Florida Blue (Blue Cross Blue Shield)

“What makes Bryan stand out is his willingness to help out wherever he’s needed. He’s jumped in to assist other teams with design work, always bringing his expertise and a positive attitude. Whether leading a project or pitching in, Bryan’s dedication and teamwork shine through.

He’s a strong advocate for usability and innovative design, always keeping the user’s needs front and center. His ability to clearly communicate design ideas—through prototypes, wireframes, or presentations—makes him a valuable partner for both teammates and stakeholders.”