

Bryan Chalker

Florida | 904-525-2085 | bchalker@gmail.com | <https://linkedin.com/in/bryanchalker> | <https://ux.bryanchalker.com>

As a versatile generalist, I work across all design phases—from research and wireframing to prototyping and high-fidelity UI. Highly collaborative, I partner 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

- Led end-to-end UX and product design for a fintech app redesign, applying user research, accessibility (WCAG), responsive design, and usability testing to improve workflows and data visualization.
- Utilized AI tools to generate, refine, and critique user personas and feedback questions, enhancing research accuracy and accelerating the UX design process.
- Delivered front-end improvements using HTML, CSS, and design tokens within Figma, ensuring cross-platform consistency and collaboration with UI developers.
- Conducted iterative prototyping and data-driven usability testing, synthesizing user feedback to refine interaction design and boost user adoption.

Corporate Traffic Logistics/Smartgistics

November 2022 - March 2025

Senior Product Designer (contract)

- Facilitated user shadowing and gathered direct broker feedback to inform UX design decisions, enhancing usability and operational efficiency in a custom Carrier and Transportation Management System.
- Leveraged AI tools to generate detailed user personas, accelerate user research, create skeleton wireframes (V0), and improve targeting accuracy.
- Designed detailed user flows, wireframes, and responsive prototypes using Figma, incorporating Lean UX and design thinking methodologies.
- Led A/B testing and stakeholder workshops to validate design solutions, optimizing the product for both desktop and mobile platforms.

Florida Blue (Blue Cross Blue Shield)

May 2017 - April 2025

Principal UX Product Designer

- Managed and mentored a UX design team applying user-centered design, accessibility, and HIPAA-compliant practices to modernize a legacy claims application and improve task flows.
- Owned full design lifecycle including research, prototyping, and usability testing using Figma and Adobe XD, driving data-informed decisions aligned with business KPIs.

- Developed and maintained an enterprise design system with Material Design and MUI frameworks, establishing UI standards, component libraries, and accessibility guidelines.
- Led mentorship efforts by facilitating workshops and design critiques that supported team growth and encouraged user empathy across cross-functional teams.

RF-SMART (ICS)

May 2014 - May 2017

Senior UX/UI Designer

- Designed mobile-first Android and tablet interfaces for a warehouse platform, enhancing usability and accessibility for customer inventory management.
- Led user testing, shadowing, and heuristic evaluations to reduce errors and improve overall product experience, accessibility, and interactive design quality.
- Coordinated design reviews and demos with stakeholders to align design decisions with user needs, business objectives, and accessibility standards.

VOLUNTEER

Volunteered web and UX design services for non-profits, churches, and ministries from 2018 to present, designing and coding responsive, accessible websites, managing hosting and server space, creating marketing materials, and collaborating with stakeholders to align digital solutions with organizational goals.

SKILLS

- **UX & Product Design:** User Research, Usability Testing, User Journey Mapping, Wireframing, Prototyping, Interaction Design, Information Architecture, Accessibility (WCAG), Design Thinking, Lean UX
- **Visual & Interaction Design:** Visual Design, Responsive Design, High-Fidelity UI, Design Systems, Pattern Libraries, Material Design
- **Tools & Technologies:** Figma, Adobe XD, HTML, CSS, JavaScript (basic), Agile/Scrum Collaboration, Design Tokens, Component Libraries
- **Data & Analytics:** A/B Testing, Analytics-Driven Design, Data-Informed Decision Making, User Feedback Synthesis
- **Compliance & Standards:** HIPAA, PHI Compliance, Accessibility Standards

EDUCATION

University of North Florida

Jacksonville, FL

Bachelor's Degree

Sociology

A FEW COMPACT CASE STUDIES

Accruit - *Dashboard and Intake Submission Form*

- Identified usability and accessibility gaps causing high support tickets and user confusion.
- Redesigned dashboard for clear data snapshots, reducing support reliance and improving user confidence.
- Overhauled submission forms with simplified language and accessible design, increasing self-service adoption.

Corporate Traffic Logistics (Smartgistics) – *Carrier and Transportation Management Systems*

- Replaced fragmented third-party tools with unified CMS and TMS tailored to logistics workflows.
- Designed responsive interfaces with streamlined workflows, improving operational efficiency.
- Enabled data ownership and scalability, positioning platform for SaaS product launch.

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

- Identified inefficiencies in claims operations caused by multiple disconnected systems and a legacy platform lacking performance, flexibility, and HIPAA-compliant data segmentation.
- Conducted virtual shadowing sessions with claims staff to analyze key user flows, tasks, and pain points, collaborating with Business Systems Analysts and stakeholders to translate findings into user stories and actionable features.
- Led the design of Claims Connect, a centralized web platform that unified all claims data—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, HIPAA- and PHI-compliant, and user-friendly solution.
- Reduced cognitive load and navigation time, significantly improving efficiency for auditors and support staff while ensuring compliance with HIPAA and PHI standards.