

Bryan Chalker

Senior Product Designer | User Research & Design Systems Leader | Solver of Problems

Location: Florida

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Professional Summary

My path to UX started with studying human behavior in college, but it took years to realize I could make a living solving problems for actual humans. Over 20 years, I've worked on everything from warehouse apps that needed to work with gloved hands to healthcare systems serving millions of patients to fintech tools that made complex tasks simple.

I love the challenge of untangling messy problems. I focus on figuring out what users really need, not what they say they want. My best work happens when I can dig deep with user research, test ideas quickly, and iterate until something clicks. Whether I'm building design systems, mentoring other designers, or just making sure websites actually work for everyone, my goal stays the same: solve real problems for real people.

Tools I use daily: Figma, Adobe XD, HTML/CSS, user research, A/B testing, accessibility standards

Professional Experience

Senior Product Designer and Consultant

Inspira Financial/Accrui | March 2025 - Present

Inspira's financial app was overwhelming users with dense data and complicated workflows. Financial advisors were spending more time fighting the interface than helping clients.

I started by shadowing users to understand how they actually worked, not how we assumed they worked. Through constant testing and iteration, I redesigned the core experience. The result? What used to take 8 steps now takes 3, without losing any of the powerful features advisors depend on.

- Redesigned the complete user experience based on extensive user research and accessibility standards
- Used AI tools to speed up persona creation and user feedback analysis
- Worked closely with engineers using design systems to ensure everything built correctly
- Simplified complex financial workflows through continuous user testing and validation

Case Study: ux.bryanchalker.com/portfolio/accrui-application-redesign

Principal Product Designer

Florida Blue (Blue Cross Blue Shield) | May 2017 - April 2025

Healthcare technology that affects millions of people's lives, with strict regulations to navigate. Florida Blue's legacy claims systems were frustrating staff who just wanted to help patients instead of wrestling with clunky interfaces.

Leading a team of designers, I tackled the transformation of systems that people had complained about for years. The real insight? The problem wasn't bad screens. It was that users were constantly jumping between different systems. Our solution unified these scattered experiences into something that actually made sense.

- Led team through user-centered design while balancing healthcare regulations with real user needs
- Built a design system that brought consistency to 15+ different healthcare applications
- Mentored designers and ran workshops that changed how the whole organization thought about user problems
- Created user personas based on extensive research with healthcare workers

Case Studies:

- ux.bryanchalker.com/portfolio/training-connect
- ux.bryanchalker.com/portfolio/florida-blue-inventory-listing

Senior Product Designer (Contract)

Corporate Traffic Logistics/Smartgistics | November 2022 - March 2025

Freight brokers were juggling multiple disconnected tools and burning out from the constant context switching. The industry had been doing things the same way for decades.

I spent time with brokers to understand their actual workflows, not what the software assumed they needed. The breakthrough wasn't adding more features. It was removing friction from their daily work. The result was a unified platform that anticipated what users needed and got out of their way when speed mattered.

- Conducted research with freight brokers to understand complex logistics workflows
- Designed mobile-first platform that replaced multiple fragmented tools
- Led workshops and A/B testing to validate design decisions with real user data
- Used lean UX methods to rapidly test and improve solutions

Case Studies:

- ux.bryanchalker.com/portfolio/mobile-app-smartgistics
- ux.bryanchalker.com/portfolio/smartgistics-tms-application

Senior Product Designer

RF-SMART (ICS) | May 2014 - May 2017

Warehouse workers needed mobile apps that worked in tough conditions like bright lights, gloved hands, and users who needed to move fast. This taught me that great design isn't about looking perfect; it's about working when it matters most.

This experience shaped how I think about mobile-first design and showed me why accessibility matters so much in the real world.

- Designed mobile Android interfaces for warehouse management in challenging physical environments
- Tested designs in actual warehouses to understand real-world constraints
- Worked with teams to balance user needs with business goals while maintaining accessibility
- Set up design review processes that kept everyone focused on user-centered solutions

Giving Back

UX and Web Design Volunteer

Nonprofits, Churches, and Ministries | 2018 - Present

Some of my best work happens outside the office. I volunteer design help for nonprofits, churches, and community organizations that need professional design but don't have the budget. These projects keep me grounded and remind me why designing for everyone matters.

Education

Bachelor's Degree, Sociology

University of North Florida | Jacksonville, FL

My sociology background taught me how to understand human behavior and research methods. These skills turned out to be perfect for UX design.

What I've Accomplished

- **Improved user experiences** across healthcare, fintech, and logistics that serve millions of people through user-centered design
- **Built and led design teams** that consistently delivered accessible, well-designed products while creating cultures focused on users
- **Created design systems** that work across multiple products and teams, making development faster and experiences more consistent
- **Applied user research methods** including field studies, user testing, and iterative design that uncovered insights driving product decisions
- **Championed accessibility** by implementing standards and designing for diverse user needs across all projects
- **Mentored designers** through hands-on coaching, workshops, and design reviews that developed both skills and strategic thinking