

Bryan Chalker

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I’m a versatile UX Generalist with deep expertise in user research, interaction design, and polished UI design. Over 20 years, I’ve partnered with cross-functional teams to align business goals with user needs, transforming legacy systems and fintech products into intuitive, accessible experiences. My broad skill set spans research, prototyping, visual design, and front-end collaboration, allowing me to deliver well-rounded solutions. For me, a product that doesn’t solve a problem is the real problem.

EDUCATION

University of North Florida	Jacksonville, FL
Bachelor’s Degree	Sociology

PROFESSIONAL EXPERIENCE

Inspira Financial/Accruit	March 2025 - Present
UX Product Designer and Consultant	

At Inspira Financial/Accruit, I led a fintech app redesign to tackle complex workflows and outdated data visualization. By applying user research and WCAG accessibility standards, I designed a responsive experience that improved clarity and usability across devices.

Case Study: <https://ux.bryanchalker.com/portfolio/accruit-application-redesign>

- 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, rapid prototyping and data-driven usability testing, synthesizing user feedback to refine interaction design and boost user adoption.

Florida Blue (Blue Cross Blue Shield)

May 2017 - April 2025

Principal UX Product Designer

At Florida Blue, I led efforts to modernize and unify legacy claims systems, balancing user needs and compliance while improving overall User Experience and staff productivity.

Case Study #1: <https://ux.bryanchalker.com/portfolio/training-connect>

Case Study #2: <https://ux.bryanchalker.com/portfolio/florida-blue-inventory-listing>

- Managed and mentored a UX team to modernize a legacy claims app, improving workflows while ensuring HIPAA compliance and accessibility.
- Owned full design lifecycle including research, prototyping, and usability testing using Figma and Adobe XD, driving data-informed decisions aligned with business KPIs.
- Created detailed goal-directed and role-based user personas to align design solutions with real user behaviors and needs, improving design focus and stakeholder understanding.
- Developed and maintained enterprise design systems, including component libraries and accessibility guidelines, to ensure UI consistency and scalability.
- Led mentorship efforts by facilitating workshops and design critiques that supported team growth and encouraged user empathy across cross-functional teams.

Corporate Traffic Logistics/Smartgistics

November 2022 - March 2025

Senior Product Designer (contract)

At Smartgistics, I focused on streamlining logistics workflows by designing and enhancing a custom carrier and transportation management system, replacing fragmented third-party tools with a unified, scalable platform that improved operational efficiency and user satisfaction.

Case Study #1: <https://ux.bryanchalker.com/portfolio/mobile-app-smartgistics>

Case Study #2: <https://ux.bryanchalker.com/portfolio/smartgistics-tms-application>

- 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 and refine user personas and feedback surveys, accelerating research accuracy. Combined this with iterative prototyping and usability testing to refine interaction design and increase adoption.
- 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.

RF-SMART (ICS)

May 2014 - May 2017

Senior UX/UI Designer

At RF-SMART, I designed mobile-only warehouse management interfaces that improved inventory accuracy and operational efficiency, while ensuring usability and accessibility across Android and tablet devices, resulting in smoother daily operations.

- Designed mobile 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 UX AND WEB PROJECTS

Volunteered web and UX design services for nonprofits, 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, T-Shaped, Mentor
- **Visual & Interaction Design:** Visual Design, Responsive Design, High-Fidelity UI, Design Systems, Pattern Libraries, Material Design, Mobile-First
- **Tools & Technologies:** Figma, Adobe XD, HTML, CSS, JavaScript (basic), Agile/Scrum Collaboration, Figma Design Tokens, Component Libraries
- **Data & Analytics:** A/B Testing, Analytics-Driven Design, Data-Informed Decision Making, User Feedback Synthesis, User Flows, Journey Mapping, Personas
- **Compliance & Standards:** HIPAA, PHI Compliance, Accessibility Standards