

Brian Beaver

Product Design & Brand

Overview

Impact-oriented Design leader experienced in guiding teams to deliver large-scale product design, e-commerce, and digital marketing initiatives. An enthusiastic innovator and a named inventor on multiple US patents. An empathetic leader, a thoughtful collaborator and an excellent communicator, skilled at articulating a design vision, building organizational support and delivering at scale. Passionate about creating exceptional work, growing stakeholder relationships, and elevating the proficiency, culture, and impact of internal Design teams.

Experience

2015—2018

Eventbrite, Inc.—San Francisco, CA

VP of Design 2015—2018

Lead a high-performing UX Research, Product Design, and Brand Design team of 32. Foster design thinking across the organization. Deliver products that bring the world together through live experiences.

- Launched a new visual brand identity system, designed by our in-house team
 - Initiated and led the creation of Eventbrite's first product design system
 - Directed the design of our branded RFID access control device, the Eventbrite Onsite Gate
 - Relaunched Eventbrite Organizer and Consumer mobile apps; awarded the Google Material Design Award for *Best Interaction Design* in 2017
 - Doubled the Design team from 16 to 32 members
 - Contributed to exceeding year-over-year growth and revenue targets
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2010—2015

Sony Corporation—San Francisco, CA

VP, Executive Creative Director 2013—2015

Executive Creative Director 2010—2013

Built a 35-member UX and Content Design team to launch and optimize the next generation of Sony Electronics' mobile-optimized global web experiences. Collaborated with cross-disciplinary teams in Tokyo, Istanbul, and Brussels to deliver a new web platform, UX and custom-designed CMS. Deployed site across Asia, Africa & the Middle East, the Americas, and Oceania in over 100 countries and 60 languages. Materially increased engagement and customer satisfaction across all KPIs.

2008—2010

Sony Electronics—San Diego, CA

VP, Creative Services 2009—2010

Director, Creative Services 2008—2009

Built a 25+ member in-house Design team to grow and optimize Sony Electronics \$1B direct-to-consumer e-commerce business, deliver web marketing initiatives and create digital experiences for Sony retail stores. Increased engagement, conversion and NPS resulting in 20% revenue growth in 2009.

2000—2008

Sony Electronics—San Francisco, CA

Creative Director

Led UX and Brand Design for ImageStation, Sony's online photo sharing platform. Directed a blended in-house and contract team of researchers, designers, and front-end developers to grow user engagement, and improve user experience and launch new products. Helped define the product and marketing strategy. Selected for and completed the Sony talent management program in this role.



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1999—2000

Promeria/LiquidPrice.com—Cupertino, CA

Lead Interface Designer

First designer for this Internet marketplace, responsible for all UX and design output. Successfully launched the website in 1999.

1998—1999

Good Guys, Inc.—Brisbane, CA

Manager of Internet Commerce

Led the UX and content strategy team for this standalone e-commerce operation for an established consumer electronics retail chain with \$1B in annual revenues. Collaborated closely with the CEO and CIO on product and launch strategy and plans.

1994—1998

Good Guys, Inc.—Brisbane, CA

Instructional Designer

Designed and launched the company's first product intranet to educate associates across the 80-store consumer electronics retail chain. Hosted a monthly satellite broadcast TV program on the latest developments in computer hardware innovation.

Skills & Expertise

Design Team Leadership

Ideation & Strategy

Workshops & Design Thinking

User Experience Design

User Research

Design Systems

Visual Design & Branding

Native Mobile Applications

Responsive Web Design

Agile Software Development

Team & Talent Building

Relationship Building

Product Management

Resource & Budget Management

Education

Yale School of Management—Business Perspectives for Creative Leaders

Art Center College of Design (ACN)—Studies in Design & Branding

San Francisco State University—Liberal Studies, Multimedia Studies

