

# Brian Krenz

UX Leader, Designer, & Researcher

## WORK EXPERIENCE

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### Oracle, Inc.

#### User Experience Manager | Feb 2022 – Present

- Leading integration of AI-powered tools into design and development process for the Oracle Retail Digital Commerce Storefront
- Continuously exploring new AI methodologies – and championing those ideas – for improving the design lifecycle (recently that has included incorporating Figma Make, Stitch, and Codex into design processes)
- Manage and mentor a multidisciplinary, global design and implementation team, including UX designers and researchers, creative/visual designers, and UI developers (both full-time and contractors)
- Led cross-functional UX evaluations and product redesigns, working closely with product development and consulting teams outside my immediate organization, greatly improving the customer experience of their products
- Oversaw design of checkout flow for a key customer's native mobile app, working with internal and customer designers
- Worked with customer UX at medical-device seller, guiding their designs to align with Oracle's commerce platform
- Constantly adapting to new domains, learning new industries at a rate of two per year over my consulting career
- Oversaw accessibility evaluation of high-profile customer site, fixing over 100 accessibility-related issues – and am standardizing this process for all projects
- Facilitated cross-functional workshops and knowledge-sharing sessions across design, product, and engineering teams, educating our consulting team on a wide range of topics
- Led projects in highly-regulated industries, including alcohol distribution and utilities consumer services

#### Senior Principal User Experience Designer | Jun 2021 – Jan 2022

- Oversaw design team on all projects, internal and customer-facing
- Supervised design of the organization's Commerce Cloud Accelerator, a tool that has greatly streamlined all subsequent customer implementations
- Led adoption of design system process, including transitioning to new design toolset (Figma)

## CONTACT

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## SKILLS

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### UX Practices

- Accessibility Design
- Comparative Analysis
- Contextual Inquiry
- Diary Study
- Design Systems
- Flow Diagramming
- Focus Groups
- Heuristic Evaluation
- Interaction Mapping
- Mobile App Design
- Persona Creation
- Responsive Mobile Design
- Storyboarding
- Survey Research
- User Testing
- Wireframing

### Dev Practices

- Agile Methodologies
- Accessibility Evaluations
- WCAG / Accessibility Standards
- Some HTML/CSS/JS
- Some Python

### Software Expertise

- Adobe Ps/Ai
- Axure RP
- Claude Code/Codex
- Figma
- Jira
- Qualtrics
- Stitch

# Brian Krenz

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## WORK EXPERIENCE, CONTINUED

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### Oracle, Inc.

Principal User Experience Designer | Mar 2017 – Jun 2021

- Led large design team on major site redesign for a highly-regulated military retailer, applying Conversion Rate Optimization (CRO) principles and user-centered design to achieve double-digit checkout conversion increase
- Oversaw design of commerce sites for Fortune 500 clients
- Assisted project management team on complex project for Northeastern grocery chain, leading to exceedingly positive customer feedback

User Experience Designer | Apr 2013 – Feb 2017

- Collaborated regularly with developers and creative designers
- Participated in requirements gathering with clients and translated those requirements into wireframes
- Created test plans for user testing and moderated testing sessions

## EDUCATION

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University of Michigan School of Information, Ann Arbor, MI

Master of Science in Information, HCI | Apr 2012

University of Michigan, Ann Arbor, MI

Bachelor of Arts, Psychology | Apr 2007

## CONFERENCE TALKS

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### Internet User Experience Conference

- UIs in Motion: An examination of what elevates motion design from irritating to compelling
- Making a Sandy, a Customer Design System (I invited customer UX lead to speak with me on the design system we created for their site.)

## CERTIFICATIONS & AWARDS

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- Two-time Consultant of the Quarter, Oracle Commerce Consulting | 2016 and 2022
- Scaled Agile Framework (SAFe®) Practitioner Certification | 2016

## FEATURED CLIENTS

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### Military

- Army & Air Force Exchange Service (AAFES)
- NEXCOM (U.S. Navy Exchange)

### Variety Retailers

- Dollar Tree, Inc.
- Family Dollar Stores, Inc.

### Grocery

- Hannaford Bros. Co.
- Meijer Inc.

### Communications

- T-Mobile

### Food & Alcohol

- Domino's Pizza, Inc.
- Yum! Brands, Inc.
- ABC Fine Wine & Spirits
- Goody Goody Liquor, Inc.

### Government

- Pennsylvania Liquor Control Board