

ERIN BRYANT

Director of UX & Service Design

Enterprise Platforms • Service Design • Design Operations

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SUMMARY

Director-level UX and Service Design leader with over 20 years of enterprise experience leading global teams, shaping mission-critical platforms, and driving measurable business outcomes. Proven success delivering user-centered solutions in regulated, high-risk environments, aligning design strategy with executive priorities, and scaling design systems across global product portfolios. Known for influencing executive decision-making and delivering intuitive, scalable experiences that increase adoption, efficiency, and revenue.

CORE EXPERTISE

Enterprise UX & Service Design • DesignOps • Global Team Leadership • Regulated Systems • Executive Communication • Platform Strategy • Design Systems • Accessibility • Agile / SAFe • UX Research • Revenue Enablement

PROFESSIONAL EXPERIENCE

Motorola Solutions, Inc.

Director of Devices UX & Service Design | 2017–2021

- Directed global UX, service design, and research teams across four international regions supporting mission-critical public safety platforms.
- Created the **SimpleTouch UI Framework**, now standard across Motorola devices, reducing development complexity and accelerating delivery.
- Led UX for **APXNext**, including **ViQi**, the first public safety voice assistant; awarded *2019 Innovation of the Year*.
- Spearheaded UX strategy for **MOTOTRBO Ion**, optimizing provisioning workflows and enabling direct-to-customer sales.
- Established scalable design standards, governance, and cross-product alignment.
- Presented UX strategy to executive leadership and board-level stakeholders.
- Recognized as one of the *Top 10 Women of Motorola Solutions*; completed *Bonfire Executive Leadership Program*.

ThinkRite Inc.

Senior Manager, User Experience | 2015–2017

- Led cross-functional UX/UI, research, and product teams across Android, iOS, and Linux platforms.
- Directed a full enterprise software redesign that increased sales and improved application ratings.

- Introduced user testing and optimized workflows, reducing time-to-market.
- Awarded *Employee of the Year* in the first year.

Motorola Solutions, Inc.

Senior Staff UX Designer & Site Lead | 2011–2015

- Led UX architecture for APX, TETRA, WAVE, and commercial radio systems.
- Managed and mentored international design teams.
- Facilitated cross-functional alignment workshops to unify design, engineering, and product strategy.

Sezmi Corporation

UX Manager | 2006–2011

- Led UX/UI design for a pioneering interactive TV platform.
- Delivered a CES demo awarded *5-Star Recognition*.
- Contributed to patent-winning designs and usability testing initiatives.

LB Visionary Experiences / LB Visionary Investments LLC

Founder & Head of Experience Strategy | 2021–Present

- Lead experience strategy, customer experience optimization, and scalable operational systems for consumer and service platforms.
- Provide advisory leadership for service design and digital transformation initiatives.
- Develop frameworks for automation, workflow efficiency, and customer engagement.

EDUCATION

Bachelor of Fine Arts in Design — Human-Computer Interaction Focus

AWARDS

Innovation of the Year (Motorola Solutions) • Top 10 Women of Motorola Solutions • Employee of the Year (ThinkRite) • CES 5-Star Award

PLATFORMS & PRACTICES

Figma • Miro • Jira • Confluence • Design Systems • Service Design • DesignOps • ResearchOps • Accessibility (WCAG) • Journey Mapping • Prototyping • Agile / SAFe Practices