

ERIN BRYANT

DIRECTOR, PRODUCT INNOVATION & EXPERIENCE STRATEGY

Product Innovation • Customer Transformation • Business Workflows • AI-Enabled Experiences • Product Strategy

Selected Innovation: APX NEXT + ViQi • MOTOTRBO Ion • SimpleTouch Framework • 7 U.S. Patents

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CORE CAPABILITIES

- Product Innovation & Product Strategy
- Customer Transformation
- Enterprise Workflow Strategy
- AI & Emerging Technology
- Product Discovery & Concept Validation
- Rapid Prototyping
- Customer Research & Insights
- Cross-Functional Product Leadership
- Product Management & Engineering Partnership
- Executive Customer Engagement
- Product Roadmap Influence
- Global Team Leadership

EDUCATION

Bachelor of Science — Digital Media

Focus: Human-Computer Interaction

RECOGNITION

Innovation of the Year • Top 10 Women of Motorola Solutions • Employee of the Year • CES 5-Star Demo

PATENTS

7 U.S. patents / patent publications in connected products and interaction design.

TOOLS & METHODS

Figma, Miro, Jira, Confluence, AI-assisted tools, rapid prototyping, journey mapping, workflow mapping, research, Agile/SAFe.

EXECUTIVE SUMMARY

Product innovation and experience strategy leader with 20+ years transforming complex enterprise products, workflows, services, and connected ecosystems. Former Director of Devices UX & Service Design at Motorola Solutions, leading global teams across four regions and partnering with Product, Engineering, Research, business leaders, and customers to identify high-value problems, validate new concepts, simplify workflows, and influence product direction.

Experienced in translating customer and field insights into scalable product capabilities, emerging technology experiences, and cross-functional strategy, including APX NEXT and ViQi, Motorola Solutions' first voice assistant for public safety. Known for connecting customer needs, product strategy, and organizational alignment in complex enterprise environments.

PROFESSIONAL EXPERIENCE

LB VISIONARY EXPERIENCES

Founder & Head of Experience Strategy | 2021–Present

Founded and lead a design and strategy consultancy focused on improving decision-making across real estate, remodeling, smart-home integration, and customer experience.

- Apply UX, service design, and customer journey methods to help clients evaluate spaces, technology, workflows, and investment decisions.
- Develop structured intake, decision, and planning frameworks that translate client needs into practical, implementable recommendations.
- Integrate user behavior, business goals, technology, and real-world constraints into renovation and property strategy.
- Lead client discovery, experience planning, concept development, and implementation guidance from initial problem framing through final recommendations.

MOTOROLA SOLUTIONS, INC.

Director, Devices UX & Service Design | 2017–2021

- Led global product experience and service design strategy across four international regions for mission-critical enterprise platforms serving public safety agencies worldwide.
- Directed multidisciplinary UX, research, and service design teams across integrated hardware, software, services, and customer workflows.
- Partnered with Product Management, Engineering, Research, business leadership, and customers to identify high-value problems, validate opportunities, and shape product strategy.
- Led experience strategy for APX NEXT and ViQi, Motorola Solutions' first public-safety voice assistant, using customer research, prototyping, and validation to inform product decisions; recognized with 2019 Innovation of the Year.
- Oversaw MOTOTRBO Ion experience strategy, improving integration across device,

software, provisioning, and service workflows while supporting new direct-to-customer models.

- Created the SimpleTouch UI Framework, establishing reusable interaction standards across product families and reducing cross-product fragmentation and development complexity.
- Established governance, operating mechanisms, and cross-functional alignment across Product, Engineering, UX, and business teams.
- Facilitated strategic workshops and presented recommendations to executive and board-level stakeholders, influencing investment, agile adoption, and long-term platform direction.

Recognition: *Top 10 Women of Motorola Solutions | Executive Leadership Program, Bonfire*

Senior Staff UX Designer & Site Lead | 2011–2015

- Led product experience strategy and interaction architecture across APX, TETRA, WAVE, and commercial radio ecosystems.
- Partnered with Product and Engineering to bring customer insight earlier into roadmap planning, product definition, and sprint execution.
- Conducted customer research and translated operational needs into product concepts, workflow improvements, and implementation guidance.
- Facilitated cross-functional strategy workshops and mentored international design teams.

THINKRITE INC.

Senior Manager, User Experience | 2015–2017

- Led UX, research, and product design across Android, iOS, and Linux enterprise platforms.
- Directed a major enterprise software redesign that improved usability, product-market clarity, and supported increased B2B sales.
- Partnered with Product and Engineering to define requirements, evaluate concepts, and improve product-market alignment.
- Introduced structured user testing and improved cross-functional workflows, reducing development cycles and increasing delivery efficiency.

Recognition: *Employee of the Year*

SEZMI CORPORATION

UX Manager | 2006–2011

- Led product experience and interaction design for a connected hardware, software, and service platform.
- Managed design teams and partnered with Engineering on system architecture, product requirements, and feature integration.
- Conducted customer research and contributed to patent-backed innovations; CES product demo received 5-Star recognition.