



# BRET STOUT UX/UI DESIGNER

310.749.9408

bretstout1@gmail.com

bretstout.com

linkedin.com/in/bretstout

CUA + CXA + CDPA Certification IP\*

Los Angeles, California  
(Marina del Rey)

## STRATEGY ▶

Strategy Development, Research, Consumer Market Insights, Data Analytics, User-Centered Design Strategy, Information Architecture, UX/UI Strategy, Brand Strategy, Umbrella Brand Strategy, Product Naming, Campaign Strategy, SEO Strategy, Content Strategy, and Product Design Strategy.

## DESIGN ▶

Ideation Based on Consumer Insights and Target Data, Human Centered Design, UX/UI Design, Brand Identity Design, Ad Campaign Design, Product Design, Storyboard illustration (hand-illustration), Complex Digital Vector Illustration, as well as High-End Photo-Compositing.

## DEVELOPMENT ▶

Product Strategy Reports, Competitive Analysis Reports, Consumer Journey Maps, Personas, Mood Boards, Storyboards, Research Analysis, Brand Mapping, Staffing Skills Assessment, Creative Briefs, and hands on development with HTML5, HP, CSS, API Integration, SEO Implementation, and All Testing.

## AGENCIES ▶

GLOBALCAST MEDIA  
may 2013 - CURRENT

REINGOLD  
june 2010 - may 2013

GI  
august 2008 - june 2010

imc  
december 2006 - May 2008

HUGE  
october 2004 - november 2006

FL  
october 2004 - current

I am very passionate about delivering the right brand experience to the intended target. My entry into the UX/UI space came from being a Senior Designer and Senior Copywriter in advertising campaigns – where success is always based on engaging the target audience and leading them to conversion. Same applies within the UX/UI space, regardless of platform.

I see every project as an opportunity to solve a problem in an innovative and unexpected way. I have led teams in UX/UI for websites, microsites, mobile phones, mobile apps, computer touchscreens, interactive kiosks, and digital media screens. I am an award-winning designer, writer, and director who has worked with some of the largest brands in the world - including HP (HP Slate and HP TouchSmart), Blackberry (mobile UI), PalmPre (mobile UI), American Airlines (boarding pass kiosk and booking engine), Norwegian Cruise Line (non-linear booking engine), M&Ms (sports partnership), Proctor & Gamble (Mobile app), and more. In the government sector I led strategy and creative for the Veterans Administration (web-based, population-driven health platform), DoD (integrated electronic health record), and the U.S. Navy (billeting UI). HP also brought me in as a key member of their development team of the first Multi-Touch laptop (HP TouchSmart tx2 Notebook PC using TouchSmart btechnology) and the first tablet/slate (HP Slate).

I have led multi-disciplinary teams of UX strategists, information architects, UI designers, 3D animators, motion graphic designers, visual designers, art directors, copywriters, and project managers. I have been asked to speak at many interactive ad agencies, and gave a presentation to the marketing heads at SONY regarding my thoughts on the evolution of the online consumer buying experience and how it can be achieved with user-controlled product animations.

I am a strategist and designer - and I don't "manage" people - I mentor and inspire others to always think bigger and do truly innovative work. And I lead by example as someone who has actually done it.

My work has been recognized most recently with a Silver Visual Arts Communicator Award, a Health Care Innovations Award, a Gold Hermes Creative Award, two International Annual Creativity Awards+Annual, an International AICP Advertising Excellence Award, Gold and Silver ADDY Awards, two International People's Choice TELLY Awards, and two Citations of Excellence (ADDYs). During my career, my work has also been recognized with six additional Gold ADDY Awards, nine additional Silver ADDY Awards, five Bronze ADDY Awards, 12 International Ad:Tech Awards, 14 WEBBY Awards, six New York Festivals Awards, eight EIMA Category Awards, and one International Bronze Effie Award.

Apple Developer Android \*CUA (Certified Usability Analyst) / CXA (Certified User Experience Analyst) / CDPA (Certified Digital Persuasion Analyst) In Progress

## BRANDS ▶

NCL NORWEGIAN CRUISE LINE

P&G Procter & Gamble

VA EXCELLENCE IN CARE

EXPRESS SCRIPTS

hp

valpak

FIS

palm prē

certegy

BlackBerry

Hewlett Packard Enterprise

MyPayKiosk

BigMonsterDeals



Combat-Decorated United States Marine - 8 Medals + 4 Ribbons - Sergeant (E5)



## UX/UI DESIGN PORTFOLIO

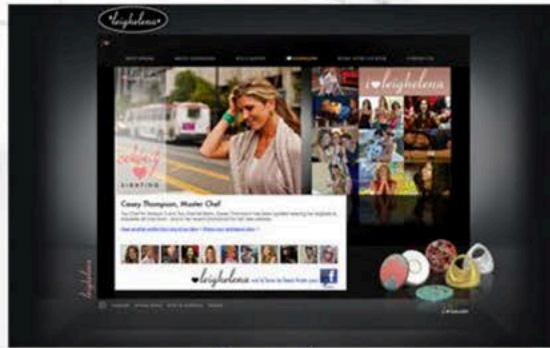
<http://www.bretstout1.com/Bret-Stout-UX-UI-Design-Portfolio.pdf>



## VISUAL DESIGN PORTFOLIO

<http://www.bretstout1.com/Bret-Stout-Visual-Design-Portfolio.pdf>

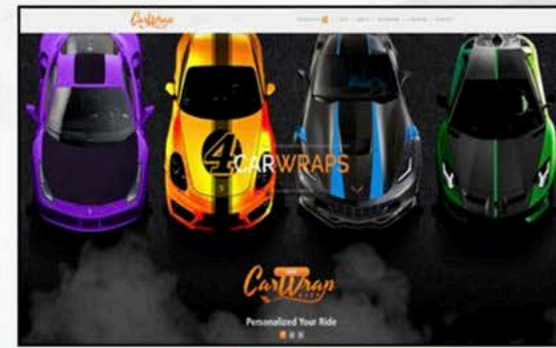




leighelena



incognitodata



CarWrap



ROAD RELIEF



pro.mark



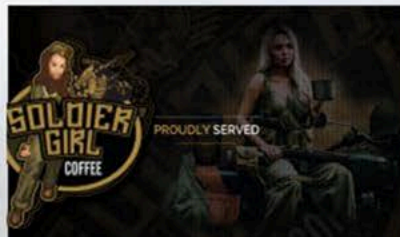
CH



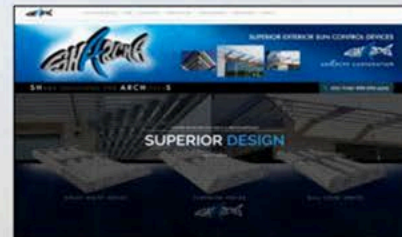
easytopen



AST



SOLDIER GIRL COFFEE



White



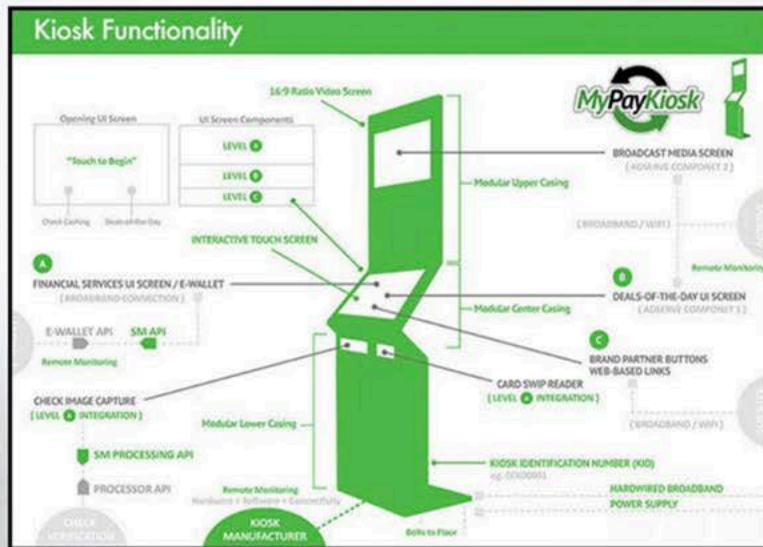
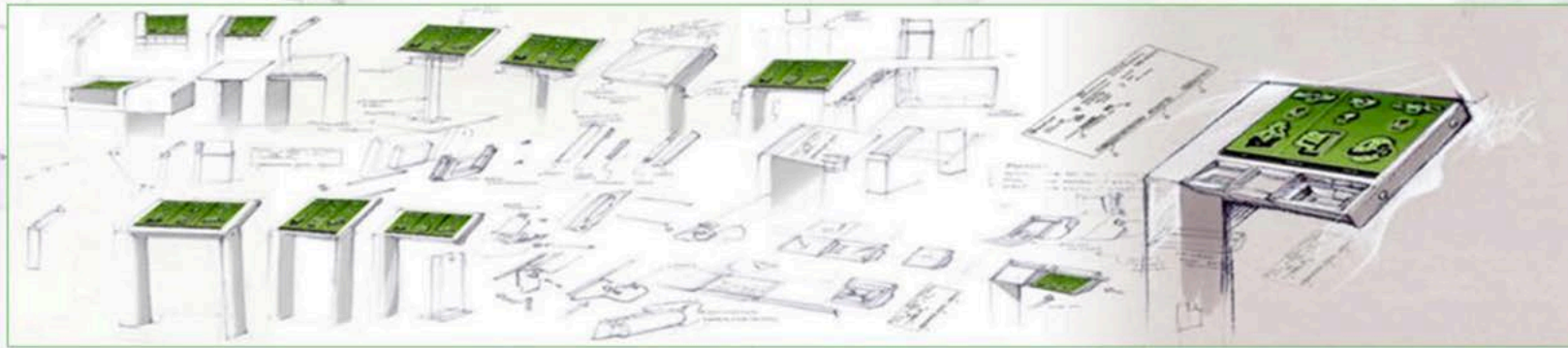
WHITE COMMERCIAL REAL ESTATE



leighelena

**Problem:** Most small businesses and startups don't have the funding for agency-level brand strategy, logo design, UX/UI design, website design, and/or apps.  
**Solution:** When time permits, I offer up my strategy + design + development services to these small operators to provide them superior branding. I apply my big brand agency experience to create brand awesomeness and propel their brand into the stratosphere. And they are not 'small' for long.





**Problem:** Globalcast Media needed a super slim design for a 'cashless' kiosk that could serve up financial services and digital media.

**Solution:** I created various illustrations for prototypes and user flow diagrams and information architecture to show how the unit would support the various self-service interactive financial services (check cashing, money transfer, and bill pay) components, as well as an upper screen adserve component.



palm prē

UX/UI interface design for mobile devices



BlackBerry



palm prē

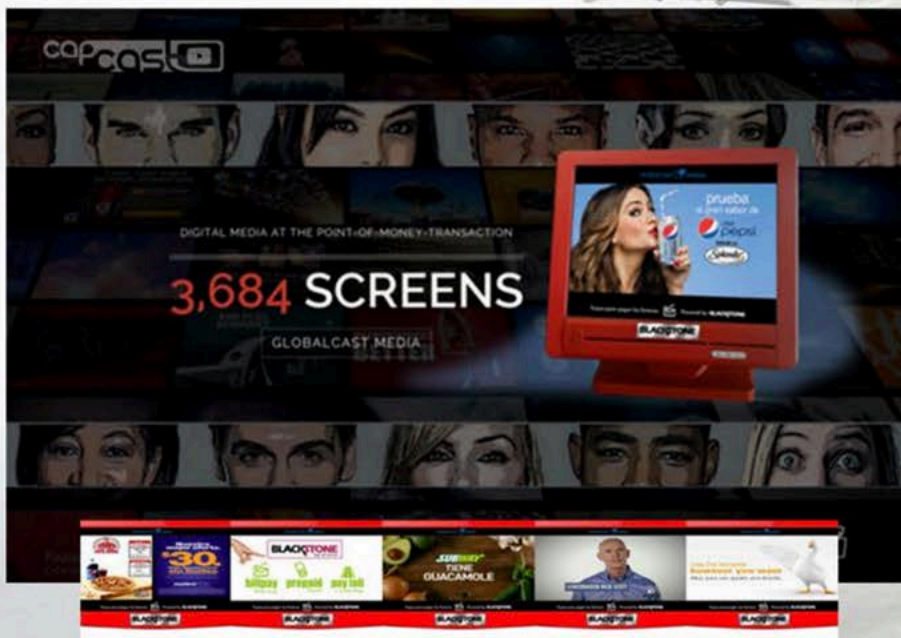
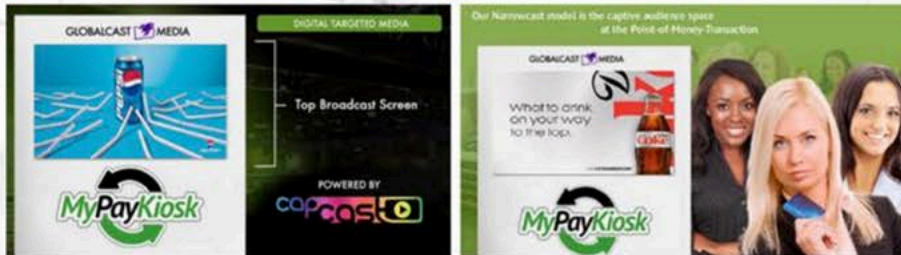


BlackBerry



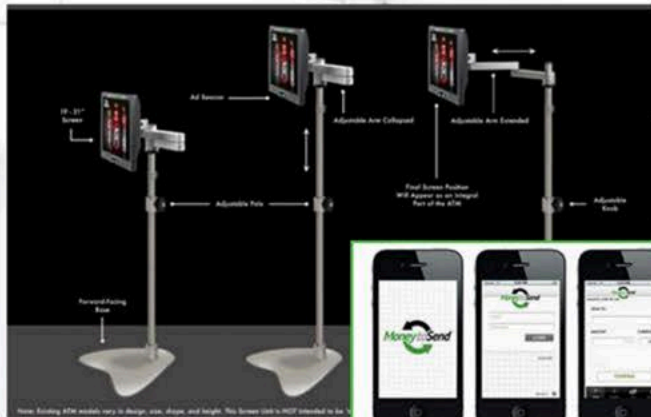
palm prē BlackBerry

**Problem:** [ 2 Separate Clients/Projects ] Our clients both Palm Pre and Blackberry brought me in to help develop the UX/UI for their latest mobile devices. **Solution:** I was part of the strategy and UX/UI design team for the user interface for both smartphones. This included, human-centered design, interaction design, interactive design, touch enabled factors and information architecture, wireframes, and testing. Palm was acquired by HP shortly after.



**Problem:** Needed a custom digital media adserve that can be manually updated via remote access system.

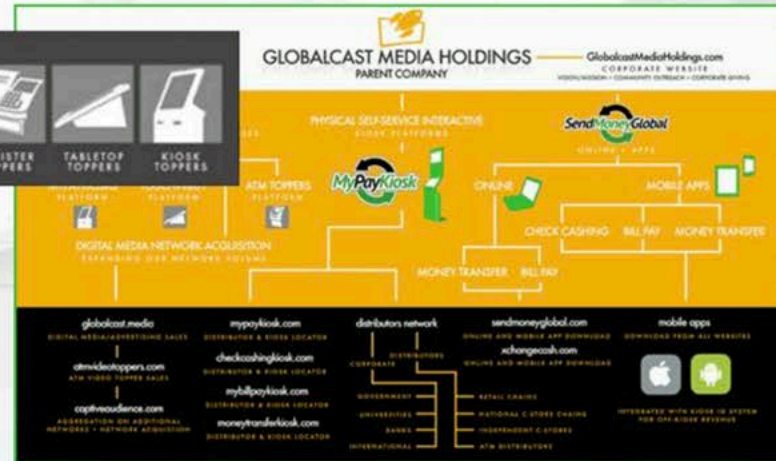
**Solution:** I created a system that included merchant variables (+/- specific brands or products in distribution conflict) - a platform that allows you to upload various media and formats that would instantly play in a continual loop on over 3,600 screens along with other 15:SEC and 30:SEC spots.



ATM Toppers



Mobile Money App

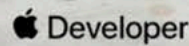
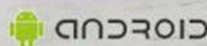


Brand Umbrella Strategy



Digital-Out-of-Home Media Screens

Tabletop Kiosks



**Problem:** MyPayKiosk user interface needed to be able to be served up on various platforms + and the digital-out-of-home media needed additional product design.  
**Solution:** I created a scalable system that would allow the MyPayKiosk finserve and discount deals to be served up on a wide range of devices + I created various screen types including the ATM topper, the full-face media kiosk, as well as serving up the adserve to tabletop units for Blackstone + Money-Transfer App.

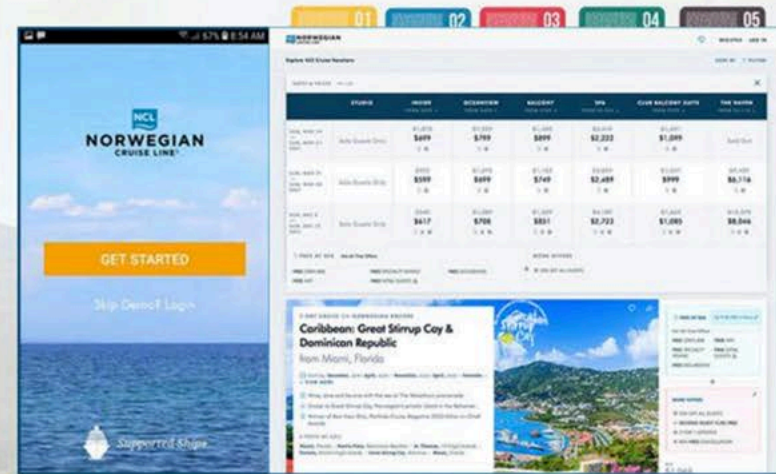
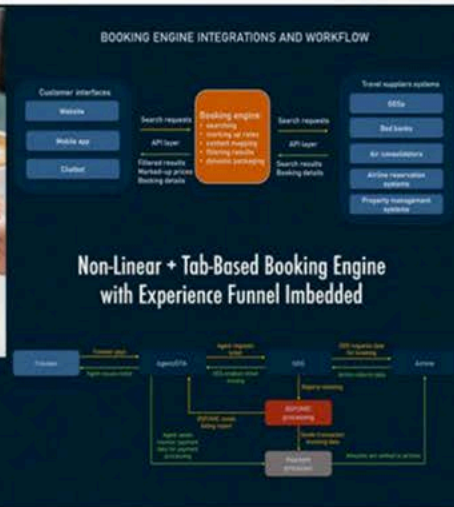
BRET STOUT UX/UI DESIGNER



UX/UI Design + Human-Centered Design + Booking Engine + Campaign



Don't be a Robot



**Problem:** Norwegian came to us for a website redesign, freestyle cruising campaign ideas, and wanted ideas on how to reduce bounce rate on their booking engine.

**Solution:** We redesigned their website, I came up with the "Don't Be a Robot" campaign idea, and I came up with the idea of a non-linear, tab-based booking engine that include the experience funnel in the booking funnel. Result was increased engagement and dramatic increase in cruise bookings.

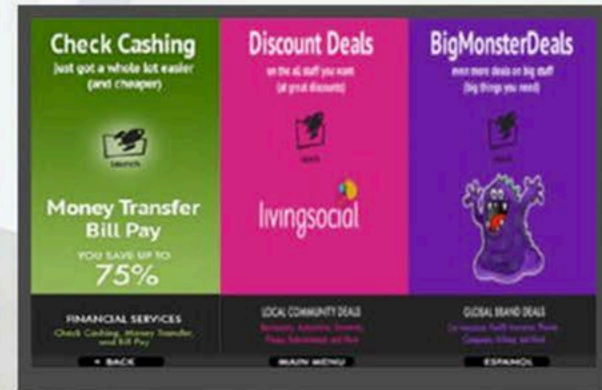
310.749.9408

bretstout1@gmail.com

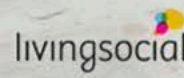
bretstout.com

Los Angeles (Marina del Rey)





I also created UX/UI for a digital giftcard system for Blackhawk and Gift Card Mall.



**Problem:** Two of the three part UI needed to limit the amount of screen time by each consumer + Valpak and LivingSocial did not have an applicable interface.  
**Solution:** I created seamless UX/UI that delivered a highly-intuitive user interface for the consumer AND created a limited serve-up of redeemable offers that successfully limited the on-device of the consumer. The offers were then set up to be forwarded to your email or mobile phone to be redeemed (QR code system).



**Problem:** The challenge here was to integrate three different systems (with three different third parties) into one seamless user interface for the consumer.

**Solution:** I created the UX/UI Design for check image capture for verification/settlement on a fixed platform with a check-to-card process, designed a way to transfer money on a cash-less platform, and created the user interface for an interactive, and scalable, bill pay system.



<p><b>Check Cashing</b> just got a whole lot easier (and cheaper)</p> <p> Launch</p> <p><b>Money Transfer Bill Pay</b></p> <p>YOU SAVE UP TO <b>75%</b></p> <p><b>FINANCIAL SERVICES</b> Check Cashing, Money Transfer, and Bill Pay</p>	<p><b>Discount Deals</b> on the all stuff you want (at great discounts)</p> <p> Launch</p> <p><b>Valpak SAVINGS</b></p> <p><b>LOCAL COMMUNITY DEALS</b> Restaurants, Automotive, Groceries, Fitness, Entertainment, and More</p>	<p><b>Big Monster Deals</b> even more deals on big stuff (big things you need)</p> <p> Launch</p> <p></p> <p><b>BIG MONSTER OFFERS</b> Car Insurance, Health Insurance, Phones, Computers, Airfare, and More</p>
---	---	--



<b>COX</b> 2nd largest media company in the U.S. in National Brand advertising aggregation	<b>KIOSK</b> Largest kiosk manufacturer in U.S.
<b>CallistoTV</b> Largest AdServe platform and infrastructure in U.S.	<b>RedDotNet</b> 2nd largest kiosk manufacturer in U.S.
<b>certegy</b> Global leader in consumer check verification and settlement	<b>Talnikoo</b> Leading U.S. new product innovation group for high-technology design
<b>BLACKSTONE</b> Leader in U.S. Merchant Services including Swipe and Bill Payments	<b>BigMonsterDeals</b> Fast-growing affiliate marketing National brand advertising aggregator
<b>SendMoneyGlobal</b> Fast-Growing Money Transfer Company - Transfer to Over 200 Countries	<b>verizon wireless</b> The largest wireless network in U.S. so no need to hop into existing merchant network
<b>FIS</b> Global leader in bank and merchant payment processing	
<b>Valpak</b> Leader in local and regional discount deals and aggregation	

ALL EXISTING MODELS delivered on a new platform

<b>Check Cashing Kiosk</b>	<b>MyBillPay</b>	<b>Send Money Global</b>
		
POWERED BY <b>certegy</b>	POWERED BY <b>BLACKSTONE</b>	POWERED BY <b>SendMoneyGlobal</b>
← BACK	MAIN MENU	EXPAND



**Problem:** The challenge here was to integrate three different systems (with three different third parties) into one seamless user interface for the consumer.

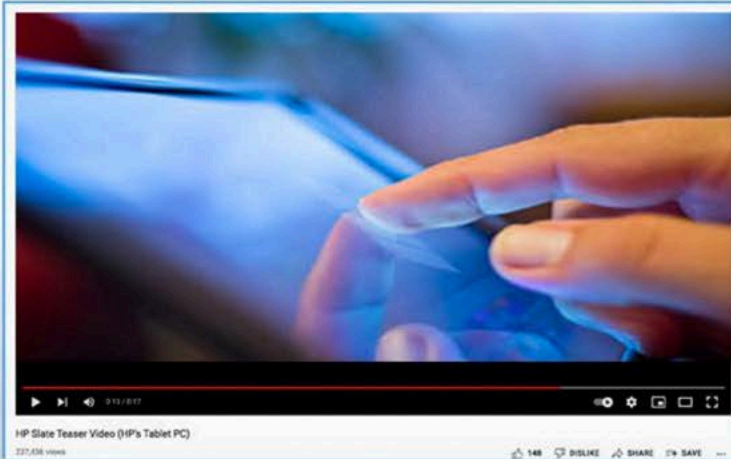
**Solution:** The upper UI layer served as a portal to the three API-integrated services - and the finserv component of check cashing, billpay, and money transfer had three additional layers). I also created all of the UX/UI for each partner to guide the consumer through a seamless, highly intuitive interface.



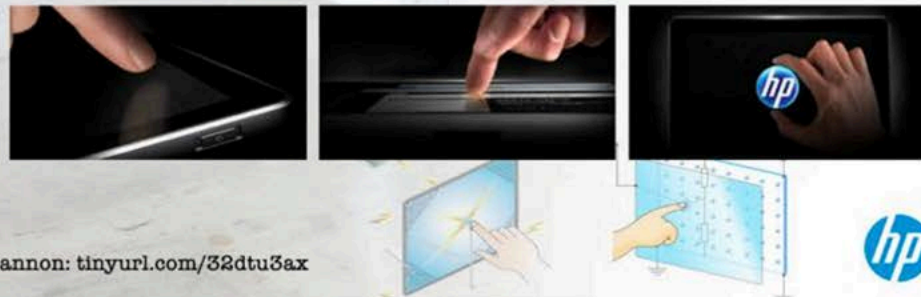
HP Slate



HP TouchSmart Computer



I Directed the Product Launch Video for HP Slate CES Reveal by Steve Bannon: [tinyurl.com/32dtu3ax](http://tinyurl.com/32dtu3ax)



**Problem:** [ 2 Separate Projects for HP ] I was included in the design and development team for HP's TouchSmart - and once again for the HP Slate.

**Solution:** It was very exciting to be invited by HP to be a part of their team to strategize on human-centered design for the very first intuitive-touch-enabled computer - and then once again for the very first intuitive-touch-enabled hand-held tablet/slate. My product naming of 'HP Slate' was selected by HP.



310.749.9408



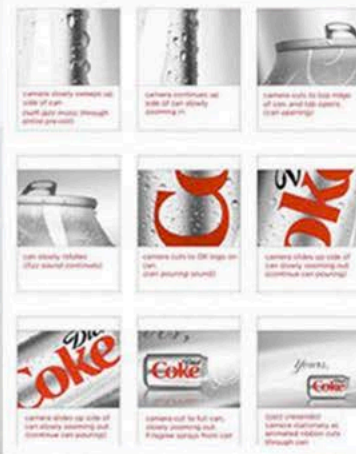
bretstout1@gmail.com



bretstout.com



Los Angeles (Marina del Rey)



*Yours,*



**Pitch/RFP:** Coca-Cola sent out a RFP for strategy and creative for UX/UI design, website design, and promotion for Diet Coke's 25th Anniversary.

**Campaign:** As Creative Director, I led the strategy and creative teams and pitched to Coca-Cola – and I beat out 18 other agencies. We then produced and launched a new microsite + a fully-integrated online campaign – to drive purchase intent of Diet Coke (+22%), brand favorability (+38), online ad awareness (+42%).



310.749.9408



bretstout1@gmail.com



bretstout.com



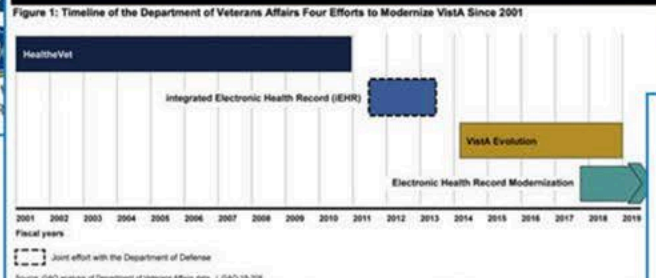
Los Angeles (Marina del Rey)



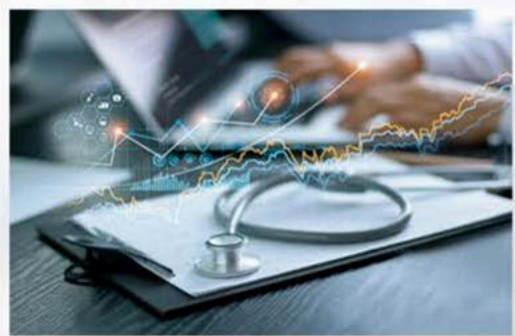
**Pitch/RFP:** Because of our big win on our pitch for Coca-Cola's Diet Coke 25th Anniversary, we were asked to produce creative for the new Diet Coke Plus.  
**Campaign:** As the Creative Director, I led our team on UX/UI for the new Diet Coke Plus microsite, created the "Great Taste Has Its Benefits" ad campaigns, and I also illustrated the characters for the online "A Great Thing. Made Better" campaigns, as well as the ideation and illustrations for the "Alert Meter" application.



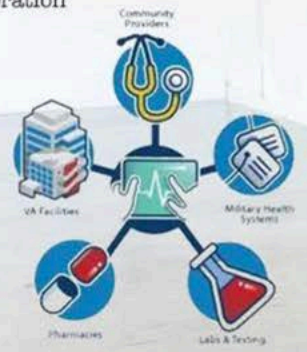
UX/UI for VA's hi2



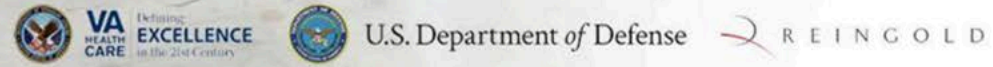
DoD's iEHR UX/UI Collaboration



Web-Based, Population-Driven Health Management Platform



hi2 Branding and Campaign Success

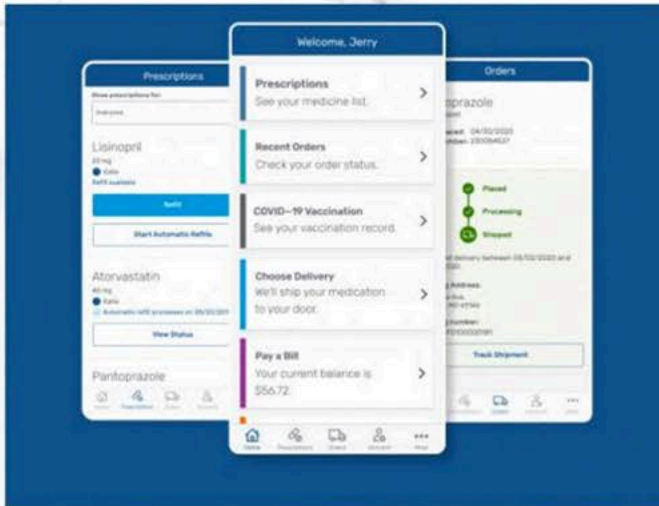


**Problem:** [ 2 Separate Clients/Projects ] VA needed to move from paper medical records (CPRS) to a web-based, population-driven health management platform.  
**Solution:** I led the UX/UI strategy and design for the VA's new health management platform (.HMP) with the Health Informatics Initiative (hi2). I also provided product naming and all brand strategy + UX/UI lead for DoD's integrated Electronic Health Record (iEHR). My work produced over \$12m in revenue for Reingold.

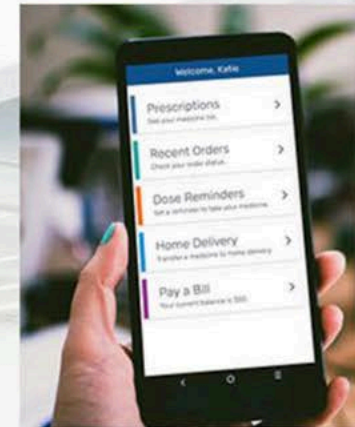
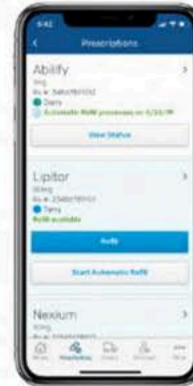
BRET STOUT UX/UI DESIGNER




Ideation + UX/UI Design + Human-Centered Design + App Dev + Testing





MANAGE YOUR MEDICINE. ANYTIME. ANYWHERE.



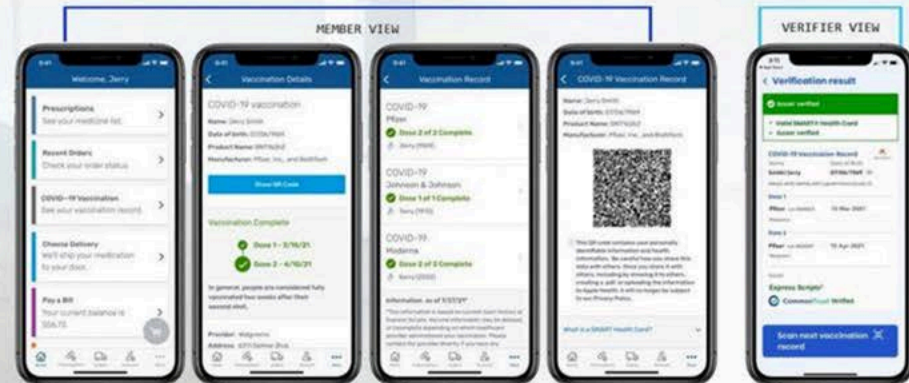
**New SMART Health Card**



If we have your COVID-19 vaccine claim information\*, you'll find a record in your Express Scripts® mobile app. You'll also find your SMART Health Card, a QR code that contains your name, birthdate, and verified vaccine information, use it to share your vaccine status whenever you need it.\*\*

Download on the  **App Store** or  **Google Play**

\*We're working to get more sources of vaccine data so we can show more records.  
\*\*SMART Health Card readers may be used when proof of vaccination is needed.



EXPRESS SCRIPTS®

P&G Procter & Gamble

**Problem:** Procter & Gamble came to us for a website redesign and fresh ideas to expand their Express Scripts brand and better connect and engage their target. **Solution:** I came up with the idea to create an app that reminded consumers to take their prescription medication. This idea and the success of this app did exactly as intended - it connected with their target audience and kept them connected to the brand.



310.749.9408



bretstout1@gmail.com

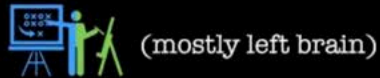


bretstout.com

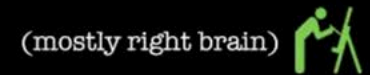


Los Angeles (Marina del Rey)





# UX vs UI

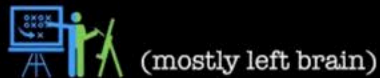


## BRET STOUT UX/UI DESIGNER (mostly left brain)

On the left side of my brain, I am a highly effective thinker who consistently delivers sound strategy to produce a unique solution to a client problem. I am a master at taking complex data and applying my 'sort-and'simplify' skillset to rapidly develop and define the strategic direction of a campaign, website, mobile app, or product design.

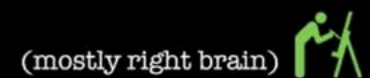
## (mostly right brain) VISUAL DESIGNER BRET STOUT

On the other side of the brain, I am a master at visual design. I am a creative that knows how to produce visual designs that fully engage the intended target audience. My storytelling skills are hyper-focused on delivering the right combination of visual design and writing to impact the psychological code of need/want.



## UX/UI DESIGN PORTFOLIO

<http://www.bretstout1.com/Bret-Stout-UX-UI-Design-Portfolio.pdf>



## VISUAL DESIGN PORTFOLIO

<http://www.bretstout1.com/Bret-Stout-Visual-Design-Portfolio.pdf>

## BRETSTOUT RESUME

<http://www.bretstout.com/Bret-Stout-Resume.pdf>

310.749.9408

[bretstout1@gmail.com](mailto:bretstout1@gmail.com)

[bretstout.com](http://bretstout.com)

Los Angeles, California  
(Marina del Rey)