

# BRIAN TALBOT

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## EDUCATION

**IOWA STATE**   
Master of Human  
Computer Interaction  
2018 - 2019

**BYU - IDAHO**   
BFA, Graphic Design  
2006 - 2011

## SKILLS

User Centered Design  
Mentoring  
Prototyping  
UX Research  
Strategy  
Process Improvement  
Accessibility  
Front End Development  
Data Analytics  
Any Design Software

## ASK ME ABOUT

My 4 Kids &  
Mini Schnauzer  
3D Modeling/Printing  
Tinkering with Tech  
Virtual Reality  
Woodworking  
Dungeon Master  
& Board Games  
Skiing Injuries

## EXPERIENCE



**RITE AID**  
Camp Hill, PA • Remote



**Senior UX Manager**  
Aug 2023 - May 2025



**Lead UX Designer**  
Jun 2020 - Aug 2023



**UX Designer**  
Sep 2019 - Jun 2020

- Manage UX for Rite Aid, focusing on omni-channel experiences for Web, Mobile App, Point-of-Sale, Pin Pad, and Employee Handheld.
- Responsibilities include UX architecture, mentoring UX team members, hiring contractors and FTEs, managing vendors, wireframing, prototyping, and conducting usability research.
- Launched omni-channel features like buy-online pickup in-store, Rx + non Rx mixed basket, and 3P same-day delivery.
- Oversaw re-platforming to a brand new site and app using Adobe's Enterprise Cloud stack.



**IOWA STATE**  
Remote



**Graduate Assistant**  
Aug 2019 - Dec 2019

- TA for Graduate Course HCI 580, Virtual Worlds and Applications.
- Mentored students, led online discussions, graded assignments, and helped student's troubleshoot VR/AR iOS, Android, and Oculus apps developed in Unity Game Engine using C#.



**BASS PRO SHOPS**  
Sidney, NE



**UX Designer**  
Jul 2018 - Aug 2019

- Integrated digital experiences for Cabela's and Bass Pro Shops who had recently merged.
- Project lead on adding pre-owned product to ecommerce, redesigning the site navigation, header, and building a new content/community platform.



**CABELA'S**  
Sidney, NE



**Sr. Interactive A.D.**  
Feb 2017 - Jul 2018



**Interactive Art Director**  
Sep 2013 - Feb 2017

- Oversaw digital creative for various product categories.
- As the creative team's liaison for UX, SEO, and development, worked closely to develop processes ensuring alignment on those teams.
- Front end development for landing pages and marketing emails with HTML/CSS/JS.



**TORQUE AGENCY**  
Rexburg, ID



**Graphic Designer**  
Apr 2012 - Mar 2013

- Provided designs for several power sports companies.
- Worked in a wide variety of mediums including web, marketing emails, environmental design, vehicle graphics, and packaging.



**ALPHA GRAPHICS**  
Idaho Falls, ID



**Graphic Designer**  
Aug 2007 - Apr 2012

- Worked directly with clients and designed graphics for print, large format, web and other mediums.