Collin Brink

UX Design Leadership

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https://collinbrink.com

EXPERIENCE

Shopify
2021 - 2024

Senior UX Manager, Analytics

Led UX design of Shopify's Core Analytics platform for eCommerce data
Led the team in ground-up redesign of the Analytics platform with full BI-capabilities
Defined the strategy and principles for teams building analytics across Shopify
Worked with cross-craft leaders to prioritize, plan and execute the analytics roadmap
Worked closely with Shopify's core senior leadership to win approval and ship

Electric.ai
2019 - 2021

Director of Product Design

Founded product design and research facilities at a growth-stage startup
Led design of a digital product suite for outsourced IT services for SMBs
Led design of workflow management, automation and machine learning initiatives
UX strategy reduced customer churn by 28% and improve service gross margin by 19%

Haven Life
2016 - 2019

Senior User Experience Designer

Led UX design for Coverpath, an assisted sales tool for MassMutual advisors
Designed first-ever digital sales tool for whole life insurance advisors and customers
Led user research for Coverpath: contextual inquiry, user interviews, surveys, user testing

Theorem
Formerly Citrusbyte
2015 - 2016

Senior User Experience Designer

Worked with clients, designers and engineers to conceptualize and ship digital products
Defined product requirements through stakeholder interviews, research and wireframing
Managed the full product lifecycle from prioritization and design to build, QA and release

Data Axle
Formerly Infogroup
2012 - 2015

Senior User Experience Designer

Redesigned Bulk Update, a data submission platform for marketing professionals
Realized 84% annual revenue growth and 14% revenue recapture after redesign
Designed a data QA platform resulting in 50-75% time savings and 9x faster data updates

HUGE
2012

UX Designer, Huge School

Collaborated with a team of designers to create an event-based mobile app
Conducted preliminary research, strategic analysis, user testing and built UX deliverables

EDUCATION

USC

MFA, Film Production

The University of Chicago

MA, International Relations
BA, Sociology