

Tori Bryan

SENIOR / STAFF PRODUCT DESIGNER

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5 years in B2B and B2C product design, currently Staff at an enterprise EdTech company. Design systems, data-dense enterprise interfaces, and AI/agent design tooling. Ships production front-end alongside engineering.

PROFESSIONAL EXPERIENCE

PROCTORIO -- Staff Product Designer | Scottsdale, AZ | Sep 2025 - Present

Own the multi-brand design system, its governance, and the technical design standards behind it -- consumed by the design team and the engineering org that builds from it -- while leading design across 3 products and defining how work moves from concept into production.

- Designed data-dense operational interfaces that turn complex exam and staffing data into something that can be read and acted on fast: Coverage Analytics, a Support Agent Dashboard, and admin scanning tools.
- Shipped features for a customer-facing review product used by three distinct user types -- instructors, administrators, and proctoring agents -- each opening the same session recording for a different reason.
- Led a legacy design system overhaul with two engineers: 37 components, MVP in 60 days, button variants down 59% (1,160 to 480) and card variants down 94% (587 to 32). Stripped out product-specific logic and speculative variants, contrast-checked the palette, and rebuilt token architecture with semantic hierarchy. v2 Card shipped in 1.5 days against 2 weeks for v1.
- Defined the design layer of an agentic coding pipeline. Aligned the Figma design system library with the codebase 1:1 for LLM legibility.
- Authored a shared Claude Code skill framework covering all areas of the design process: handoff specs, accessibility reviews, UX copy, user research -- on a consistent, context-aware output structure.
- Set up the hooks that detect what changed in the prototype, update the design specs, and cascade those edits into release notes automatically.
- Rebuilt design-to-engineering handoff around agentic tooling and prototype-forward delivery: spec production and review dropped from 3 days-2 weeks to under 30 minutes, returning ~80 hours per cycle to design work. 100% team adoption.
- Drive design decisions from user data rather than opinion: made the case for reintroducing usability testing and put it back in the workflow; partner with PM and engineering on framing, success metrics, and trade-offs from discovery through launch.
- Took a new product concept from an assigned brief to proof of concept: challenged the pre-chosen solution with user research, pitched an alternative, and designed it through.

TORI BRYAN DESIGN SERVICES -- Product Designer | Self-Employed | Feb 2023 - Present

Independent practice; contract with SLV Technologies partnering with engineering to deliver web and product design for their clients.

- Defined the design system for Modern Care Homes (SLV client), a senior living search and discovery marketplace.
- Contracted with Proctorio as a design system contributor and product designer: added components and usage documentation, created product assets, and designed internal tools.
- Redesigned Proctorio's multi-audience help center from scratch for students, administrators, and IT admins, with article taxonomy and role-based content visibility.
- Partnered with engineering on a redesign of Iron Diamond Media's editorial website and vendor platform across 7 sister brands: built its design system and shipped front-end styling and markup.

PROCTORIO -- Visual Designer | Scottsdale, AZ | Jun 2021 - Aug 2023

- Led a full rebrand -- logo, color palette, visual language, and asset library -- establishing one coherent identity across product and marketing.
- Designed conference websites and landing pages; managed vendors and template systems across campaigns.

SKILLS

Product design: End-to-end product design (0-to-1 and scale), B2B and B2C, SaaS and enterprise, data-dense interface design, complex operational workflows, information architecture, interaction and visual design, prototyping

Design systems: Design system ownership and governance, semantic token architecture, component libraries, design-to-code alignment, multi-brand theming, WCAG accessibility

Research: User interviews, usability testing, research methodology (IRB certified), success-metric definition

AI and technical: AI/agent design tooling, MCP, Claude Code, PRD and spec authorship, front-end contribution (HTML, CSS, vanilla JS)

Tools: Figma, FigJam, Framer, Storybook, Claude Code, Cursor, MCP, Code Connect, GitHub, Notion, ClickUp, Obsidian, Adobe Creative Suite

EDUCATION

ARIZONA STATE UNIVERSITY -- B.A. Digital Communication & Media / Multimedia | Tempe, AZ | Dec 2023

Certifications: IRB Social & Behavioral Research (CITI Program); SEO Certified (Stukent)