BRIAN **BIRD**

DIGITAL CUSTOMER EXPERIENCE
STRATEGY & DESIGN

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🧑 MY NARRATIVE

More than 15 years of experience in design, development and management of digital projects prior to a sabbatical to attend medical school.

I've worked in start ups, consulting firms & Fortune 500 giants; built more of the Internet than Al Gore has. Along the way, I've picked up and added skills to my repertoire as the industry has developed them, as well as developing methodologies of my own.

I left the development world in the late 00s to attend medical school. While there, I realized that the tech side of medicine was what I loved and that it was a continuation of my user experience training.

📊 SKILLSET

- exec comm
- leadership
- strategic planning
- project mgmt
- ux design
- full stack dev
- agile
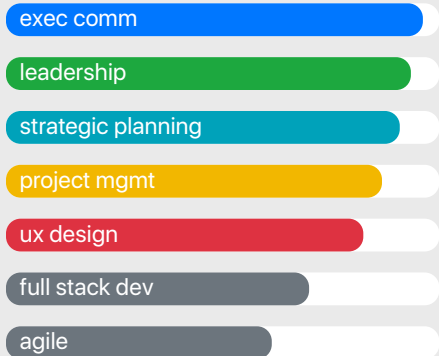
🕐 WORK & EDUCATION

Owner & Founder, Resonote Electronic Medical Records
Jan 2012 — Present
Business & Application Requirements Development, UX/UI Design

CoFounder & Vice President, NewsCow
May 2005 – 2010 & 2018 - Present
Full-Stack Design & Development of two digital-only news sites

Digital Producer, The VOID
July 2019 – August 2020
Product owner of TheVOID.com optimized KPIs & managed requirements

EMR Specialist/Office Manager, Hillside Medical Group
2011 — 2019
EMR Setup/Maintenance, Documentation of patient visits, Office Management

KU School of Medicine, Wichita
2014 — 2018
Internal Medicine & Pediatric Emphasis

Cowley College & Southwestern College, B.A. Biology
2010 — 2014
Pre-Health Interest Group, Phi Theta Kappa, BA in Biology, 31 MCAT Score

Owner & Founder, Two House Studios
2002 — 2012
Full-Stack Design & Development, PHP, MySQL, ASP.Net, Silk Screening

VP Digital Customer Experience, Digital Whammy
2001 — 2008
Digital Marketing Strategy, UX/UI Design, Investor Presentations

Director of Marketing, RobotZone
2002 — 2004
Full-Stack Design & Development of two eCommerce sites

Sr Mgr of Digital Customer Experience, Insight Enterprises
2000 — 2002
Cross-functional team manager, Direct Alliance & Insight Direct

Mgr of Digital Customer Experience, GE - Employers Reinsurance
May 2000 — October 2000
Three large enterprise Websites with over $100 Million in business

Digital Project Manager, Sprint PCS
February 1999 — May 2000
Maintained SprintPCS.com, forged cross-functional relationships & processes

Digital Media Designer, Unicom Communications
1996 — February 1999
30+ awards - KC Chiefs, AT&T, Bushnell, Apple, Sprint, Helzberg Diamonds

Ottawa University, B.A. Graphic Design
1993 — 1997
Set up ISP (Internet Solutions), Developed curriculum for Web Design

Owner & Proprietor 2012 – Present

Electronic Health Records (EHR) SaaS start-up founded with the principles that health records should be a positive influence on patient care rather than a necessary evil • Requirements gathered over years of experience with multiple EHR systems • Applied years of customer experience expertise to craft UX/UI

CoFounder and Vice President May 2005 – 2010 & 2018 - Present

Developed the concept for an online-only news agency in Cowley County after working with the editor of the Winfield Daily Courier on a project • Developed the site in PHP using a custom-built CMS • Developed relationship with KSOK FM to deliver daily news over the air and drive traffic to the site • Readership was well beyond all other local online news outlets combined (75% year-over-year growth) when I left • Tied into Facebook and other social sites • Successfuly led expansion into a third county in a second state in 2019

Digital Producer July 2019 – August 2020

Collaborated in developing the strategic vision, execution, and optimization of our digital customer journey • Created documentation and requirements to transition strategic goals into achievable milestones • Managed a cross-functional team to release incremental improvements and maintenance of TheVOID.com • Provided Operations support for multiple initiatives • Formulated and used KPIs to determine success of multiple initiatives • Investment in geo-targeted paid search through Google Ads delivered 20-30X ROI

EMR Specialist/Office Manager 2011 – May 2019

Installed and maintained EMR (eMDs) as well as all hardware and networking • Trained all staff members on use of EMR after professional trainer walked out • Applied knowledge from medical training to document patient encounters while making improvements on EMR implementation • Reduced backlog of patient charts and billing significantly • Cleaned ICD codes to more accurately reflect patient status, improving billing • Updated branding of multiple office forms • Created multiple report views used to communicate with patients on their health progress • Managed the laboratory and performed all related tasks in the lab

Medical Student May 2014 – December 2018

Experience working with multiple EMRs • Ability to communicate patient information noted as "not that of a medical student", but as "another attending [physician]" • Documentation skills "above that of most of my residents" • Multiple attending physicians volunteered to write letters of recommendation • Made residents look good by pulling information from EMRs before being asked • Left prior to graduation due to dislike of actual daily medical practice

Owner & Founder September 2002 – 2012

Formed Two House Studios (THS) to continue consulting for Insight Enterprises after leaving in 2002 • THS sub-contracted for multiple agencies successfully for 10 years on projects across the US • Completed over 80 successful Web projects • Collaboratively developed patent-pending digital marketing services & technology used by over 20 companies and permanently changed how Tier II automotive sites are built • Full-Stack and Front-End development in HTML, CSS, PHP, ASP/.Net, Wordpress and more • UX/UI Designs as well as branding for multiple organizations • Developed audience personas to drive personalized eCommerce experiences • Converted complex, disjointed product catalog taxonomies into solution-based product catalogs • Led over a dozen Netsuite® Web implementations • Added silkscreening and successfully captured over 50% of local athletics market

Vice President of Digital Customer Experience 2001 – 2008

a digital marketing music startup I co-founded in 2001 • Developed RateOurBand.com to generate content, offered up that content in promotional CDs for clients with majority of proceeds paid to artists • 3 strategic business values: revenue from audio CD conversion service, introduction of digital music into traditional businesses and digital marketing services to engage customers using music • Collaboratively generated strategic vision • Created everything related to digital user experience and the user interfaces for both RateOurBand.com and Digital Whammy.com • Collaborated in funding proposals and sales presentations

Director of Digital Marketing 2002 – 2004

Maintained the second-largest hobby aircraft eCommerce site while upgrading the site to be more efficient, sell 100% more products and be easier to maintain through the integration of a third-party shopping cart that was heavily customized • Exponentially multiplied the size of the business by creating a second, robotics-based, eCommerce site that sold over 10,000 products with custom photos and product descriptions • Implemented a Fortune 500-level site architecture & feature-based site search allowing products to be found with minimal effort • Wrote assembly instructions and sales sheets for several patent-pending products used by NASA and major television networks

Sr Mgr of Digital Customer Experience October 2000 – September 2002

Recruited by Sr VP and VP of Marketing due to proven performance at GE and Sprint • Led a cross-functional team of designers and developers on internal projects for Fortune 500 clients, such as IBM, Toshiba, and HP at Direct Alliance including the complete re-architecting of IBM's telesales screens • Tapped to develop quality assurance processes for change implementation to IBM reducing errors in production • Key participant in over 12 multi-million-dollar proposals • Business Development successes led to a transfer to the larger Insight Direct and Insight.com ($1 Million+ in daily sales) and participation in the marketing strategy for the entire corporation • Oversaw multiple internal marketing campaigns aimed at 3,000+ telesales employees

Mgr of Digital Customer Experience March 2000 – October 2000

Recruited by a former colleague at Sprint for the ability to understand higher concepts of design and marketing • Coordinated with third-party vendor to design and build three eBusiness sites: GEMedicalProtective.com ($10 Million+), GEReinsurance.com ($100 Million+) and GEInsuranceSolutions.com ($15 Million+) • Began developing system of personalization and design based upon the customer lifecycle that would eventually become Semanticator • Translated high-level marketing concepts into easily understood presentations for executives and developers

Digital Project Manager February 1999 – May 2000

Solely responsible for maintaining the entire site for several weeks • Increased productivity by 300% by getting access to more advanced tools and refining methods • Matched all offline marketing initiatives with online counterparts • Developed relationships with executives and members of other departments in order to get projects approved and completed ahead of schedule

Digital Media Designer May 1996 – February 1999

Collaboratively worked to design and build Websites for the Kansas City Chiefs, KCP&L, Sprint, AT&T, Helzberg Diamonds, Bushnell, Apple, luxury automotive dealers and other national & regional businesses • Awarded over 30 awards for creating SlamdunkWare, one of the first CMS platforms • Built and maintained eCommerce sites for Bushnell, Apple and other retailers