

Branson V. Small

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Work Experience

Appian Corporation, United States of America

March 2022 – Present

Senior UX Designer | User Experience Designer II

- Led UX across four enterprise product squads, navigating ambiguity to deliver 10+ shipped features, an Early Access launch, and seven active initiatives, aligning global stakeholders through design reviews, prototypes, and structured engagement.
- Pioneered a hybrid designer–developer role, contributing production code on high-priority UI improvements and accessibility fixes to accelerate delivery, ensure WCAG compliance, and strengthen design-engineering collaboration.
- Drove research-informed design decisions, conducting usability studies and iterative prototyping to resolve ambiguity in complex workflows, increasing operational efficiency and user satisfaction.
- Created high-fidelity prototypes leveraging Figma’s advanced features (AutoLayout, Variables, Responsive Prototyping) to validate designs and streamline engineering handoff.
- Designed and launched Data Fabric Insights, Appian’s fastest-adopted feature, empowering global customers to build interactive dashboards and reports without code; driving data-informed decision-making at scale.
- Partnered with product managers, engineers, and data teams to balance business goals, technical feasibility, and user needs, ensuring adoption success across thousands of enterprise users.
- Mentored junior designers and interns, providing Figma training, process guidance, and structured design critiques to foster scalable design practices and team craft excellence.

IBM, United States of America

February 2017 – March 2022

Senior Consultant | Design Consultant | Business Transformation Consultant

- Led the design and implementation of a multi-million dollar enterprise Human Resources product, serving as the functional lead for a \$2.8M VA Manpower implementation and a \$297k Inflight Modernization program.
- Designed and produced instructional videos, from storyboarding and scripting to editing, for client training, which improved user understanding and reduced support inquiries by improving user understanding. Led client-facing and internal user-centric design workshops, both on-site and virtual, to develop interactive wireframes, flow diagrams, and prototypes that successfully guided the design of new product components and improved user experience.
- Contributed to over \$25 million in new contracts and re-competed by designing impactful graphics, brochures, and infographics for bid and proposal (B&P) and offering development efforts.
- Provided career and design mentorship to junior consultants (Bands 6-7) and new hires through the IBM peer buddy program, fostering professional development and a 100% retention rate for mentees over two years.
- Executed the first Public HR Shared Service Divestiture, leveraging Oracle PeopleSoft to seamlessly transition 21,000 users across four government agencies (GSA, NCUA, OPM, and RRB).

Small Squared Designs, York, PA

October 2012 – February 2017

Co-Owner - Designer

- Directed the full design lifecycle for custom websites, from concept through launch, delivering tailored digital experiences for small business clients.
- Led product development for a small-batch goods business, overseeing the creation of new patterns and products while optimizing production workflows and solving technical challenges to ensure product quality.
- Managed end-to-end customer experience, streamlining payment processes and providing daily support to build strong client relationships and inform future design decisions.
- Implemented and maintained core business operations, including inventory and financial reporting, to support strategic business growth and product scalability.

Summer Engineering Intern

- Authored test plans and scenarios, ensuring quality assurance for a system integration and deployment.
- Conducted daily quality assurance tests, documenting functional and non-functional errors to streamline system performance.
- Audited and organized client deliverables across 30+ projects, providing crucial archival support for over 1,000 employees.

Skills & Competencies

Design & Prototyping: Figma, FigJam, Adobe Creative Suite (XD, Photoshop, Illustrator, After Effects, Premiere), Sketch, Framer, Lottie

UX Research & Strategy: Usability Testing, User Interviews, Persona Development, Journey Mapping, Heuristic Evaluation, Information Architecture, A/B Testing

Design Systems & Accessibility: Design System Creation & Governance, Component-driven Design, Atomic Design, Storybook, Accessibility Compliance (WCAG 2.1, ARIA,)

Collaboration & Product: Agile/Scrum, Design Sprints & Workshops (Miro, FigJam, MURAL), Jira, Slack, GitHub, Cross-functional Collaboration

Development: HTML, CSS, React, Next.js, Tailwind CSS, Javascript

Languages: English (Fluent), Spanish (Basic proficiency)

Honors & Certifications

SAP DemoJam, 2nd Place Finalist

SAP Student Recognition Award

Boy Scouts of America, Eagle Scout

IBM, IBM Blockchain Essentials

IBM, IBM Design Thinking Practitioner

Salesforce, Platform Developer I

Education

The Pennsylvania State University

December 2016

Bachelor of Science in Business

GPA: 3.77

Bachelor of Science in Information Sciences and Technology (IST)

GPA: 3.77