



Brian Tudor

Digital Experience Builder

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Experience



Sr. UX Designer

Vigilant  Sept 2023 - February 2026  Cincinnati, OH

At Vigilant, I design and scale a multi-platform cybersecurity product used by analysts in high-pressure, emotionally charged investigations.

- Designed and shipped cybersecurity hunting and alerting interfaces, balancing compliance, risk, and user-focused clarity.
- Worked with SMEs to shape complex standards into usable digital workflows.
- Produced detailed documentation supporting design patterns, interactions, and components.

Deadshot Digital



Owner  May 2013 - Present  Cincinnati, OH

May 2013–Present Cincinnati, OH (Hybrid)

Deadshot is my Independent consulting (part-time alongside full-time roles) for Senior-Level product/UX design, Marketing, B2B SaaS teams, enterprise platforms, and compliance-driven product long and short-term engagements with P&G, Quest Diagnostics, Grey Midwest, Kroger, Lincoln Media Foundation, and more

- Designed and scaled complex, regulated products across healthcare, compliance, auditing, finance, and healthcare, including multi-role workflows and audit-ready products
- Drove product and process transformation by leading research, modernizing, reducing manual review through automation, and building documented design systems for multi-product environments.
- Led and elevated teams through mentorship, cross-functional collaboration, and structured design reviews, helping designers and partners deliver products with clarity and consistency.



Sr. Product Designer

Kohl's  June 2022 - June 2023  Cincinnati, OH

Designed enterprise systems and consumer-facing experiences used across hundreds of stores.

- Simplified complex enterprise workflows into a guided UI, improving efficiency and reducing user error through interaction patterns and visuals across merchandising tools, increasing usability and coherence.
- Uncovered workflow bottlenecks and role dependencies through research, shaping designs for merchandising
- Delivered end-to-end feature designs requiring high precision, clarity, and trust.



Sr. UX Design Consultant

Vaco  March 2021 - June 2022  Cincinnati, OH

As a Sr. UX Design Consultant at Vaco, I worked at Kroger as a Product Designer in the Health & Wellness vertical helping lead product direction in the Food as Medicine program. My focus has been on their OptUP product to help shoppers make healthy food decisions and on their Healthy Boxes program to provide healthy food options to food-insecure subscribers through Anthem and the State of Washington.

I also worked with their client PatientPoint, helping them create and mature their Product Design and Management practice while focusing on design, innovation, and acceleration of the product offerings for Physicians, Staff, and Patients in all areas of the medical and treatment facilities.

Sr. Staff UX Interaction Designer

GE Aviation Digital  August 2019 - May 2020  Cincinnati, OH

Led UX for a platform dealing with airline delay compliance, crew welfare regulations, and operational risk



- Designed compliant, risk-aware interfaces that preserved user clarity while capturing high-quality insights to support model training for production.
- Partnered with SMEs to translate complex standards into usable workflows, improving data quality and behavioral signals for AI and Machine learning.
- Created detailed design documentation that ensured consistent interactions and reliable data capture across the application.



Life Philosophy

"The mystery of life isn't a problem to solve, but a reality to experience." — Frank Herbert

Most Proud Of

-  Being recognized by multiple classes of graduating Seniors at Miami University for making their Miami Experience special.
-  Teaching my team of 6th grade girls basketball team how to run the motion offense.

Strengths

- UX Design
- UX Research
- Mentoring
- Strategic Planning
- Optimization
- Workflows
- Product Design & Management
- Storytelling
- Podcasting

Tech Stack

- Figma
- Sketch
- InVision
- XD
- Adobe CC
- User Testing
- User Zoom
- Wordpress
- Garageband
- Logic Pro
- iMovie
- Google Analytics
- HTML/CSS
- After Effects
- Premiere Pro
- Premiere Rush
- Photoshop
- Lightroom

Education

M.S. in Internet Marketing
Full Sail University
 October 2009 - October 2010

B.A. in Journalism/Interactive Media Studies
Minor: Film Studies
Miami University
 August 1997 - May 2000

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