



Bryce Holland

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Senior Product Designer (UX/UI)

Senior Product Designer with 8+ years of experience leading end-to-end UX across complex digital products. Combines research, systems thinking, and high-fidelity UI execution to deliver scalable, user-centered solutions. Adept at navigating ambiguity, synthesizing insights, and collaborating cross-functionally to drive measurable business and user outcomes.

Experience

Spruce Technology, Inc. (Mar 2023 – Current)

UX/UI Designer

- Led end-to-end UX design across discovery, definition, and delivery for a public-sector e-commerce platform, translating complex compliance and inventory workflows into scalable user flows for shoppers, vendors, and administrators.
- Applied systems thinking to define reusable interaction patterns and streamline multi-role workflows, improving operational efficiency and reducing user friction.
- Conducted stakeholder interviews and research synthesis to inform IA, user flows, and interaction models aligned with business and user needs.
- Designed and delivered high-fidelity UI and responsive components, ensuring consistency across complex product surfaces and alignment with accessibility (WCAG) standards.
- Led design of a scalable ArcGIS-based mapping application, enabling intuitive exploration of large datasets; partnered with engineering to deliver performant, user-friendly data visualizations.
- Re-architected information architecture and navigation for a medical licensing platform, improving discoverability for diverse user groups and reducing cognitive load.
- Developed modular product page templates for a major consumer brand, accelerating launch cycles and enabling flexible, CMS-driven content customization.
- Collaborated closely with product managers, developers, and stakeholders, using structured design-to-development handoff practices (Figma specs, documentation, and QA).

AcreTrader (Oct 2022 – Jan 2023)

Senior Product Designer

- Led product design strategy for a fintech platform, navigating ambiguous requirements to define user-centered onboarding experiences that improved acquisition and engagement.
- Conducted iterative design from wireframes to high-fidelity prototypes, validating solutions through feedback and usability insights.

- Established scalable design system practices, including component governance, interaction patterns, and workflow standards across Figma.
- Authored UX frameworks (double diamond, Agile/Kanban integration) to align cross-functional teams and improve delivery consistency.
- Presented design rationale and strategic direction to stakeholders, influencing product decisions and roadmap priorities.

Bridger Creative (Apr 2022 – Jul 2022)

Contract Senior Product Designer

- Led UX research initiatives, including competitive analysis, expert interviews, and synthesis, to identify market gaps and define product opportunities.
- Translated insights into a strategic product brief, shaping content models, feature sets, and experience direction for a new CX platform.

Luncher/Rejoicy (Sep 2019 – Feb 2022)

Senior Product Designer - 1st Employee

- Led 0→1 product design in a highly ambiguous startup environment, defining product vision, UX strategy, and MVP scope from concept to launch.
- Designed end-to-end experience across IA, user flows, interaction models, and high-fidelity UI for an e-commerce platform enabling rapid storefront creation.
- Applied systems thinking to create scalable UX patterns supporting diverse business use cases and user needs.
- Delivered interactive prototypes and collaborated with engineering to bring product to market efficiently under tight constraints.

Skills

End-to-end UX design, research synthesis, usability testing, stakeholder interviews, journey mapping, information architecture, interaction design, systems thinking, design systems, content models, product strategy, ambiguity navigation, multi-surface product design, high-fidelity UI design, prototyping, responsive design, accessibility (WCAG), component design, cross-functional collaboration, design-to-development handoff, Agile/Kanban workflows, stakeholder presentations, Figma, analytics tools, design systems tooling.

Education

Brigham Young University (June 2014)

Bachelor of Fine Arts (BFA), Graphic Design

University of Arkansas – Fort Smith (May 2008)

Associate's degree, Graphic Design