

Brian Burton

PRODUCT DESIGN LEADER | PRINCIPAL PRODUCT DESIGN | DESIGN SYSTEMS

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Profile

I make complicated products easier to understand and easier to build. I lead design teams, but I stay hands-on with discovery, information architecture, interaction design, prototypes, design systems and product decisions. My background spans commerce, enterprise banking, AI-assisted experiences, sports, hospitality and operational tools.

Experience

Papa Johns International | June 2024 - Present

Product Design Manager / Head of UX | February 2026 - Present

- Lead five UX designers and set direction across web, iOS and Android while staying hands-on with complex product flows, prototypes and design-system decisions.
- Lead UX for Lou and Papa Call. Lou adoption increased from 12% to 20% following UX updates and research; 62% of sessions using Lou resulted in a purchase.
- Papa Call operates in four stores and handles approximately 600 calls per week, extending ordering into a voice-only channel with confirmation, recovery and human-handoff requirements.

Design System Language Manager / Lead End-to-End UX | June 2024 - February 2026

- Created The Ingredients across web, iOS and Android and completed the initial library in under a year.
- Led hands-on ordering UX across home, menu, deals, Product Builder, Deal Builder, confirmation and cart while connecting the work to the shared system.
- The broader ordering update, supported by The Ingredients, recorded conversion-rate increases of **+4.2 percentage points on iOS, +5.4 points on Android and +1.6 points on web.**
- Provided Figma and Dev Mode training, design reviews and cross-functional collaboration. Produced the omnichannel experience film.

Fiserv | April 2021 - June 2024

User Experience Senior Advisor | September 2023 - June 2024

UX Designer Advisor II | April 2021 - September 2023

- Served as DSL Manager and UX Principal, leading 22 designers contributing to APEX across 14 products and managing four direct reports.
- Across six measured products, development cost was reported to decrease by 18% after adoption of the shared design system.
- Led UX for banking workflows and next-generation teller software designed to work across multiple banking cores.
- Led principal-level UX on Data Compass, an AI-assisted analytics concept connecting business questions, dashboards, reusable reporting assets and analyst handoff.

Earlier Experience

Nine Labs / HatchWorks | July 2019 - June 2021

Lead UX Designer / Senior Solutions Design Consultant

Delivered enterprise UX across identity and access management, self-service banking and connected-product workflows.

icp | January 2018 - July 2020

Creative Operations Manager

Led creative operations and content-delivery work. Produced presentations, demonstrations, motion graphics and training content, with UX consulting for digital asset management.

Slalom Consulting | January 2013 - January 2018

UX Consultant

- Contributed UX across enterprise and consumer products for clients including NBA / Turner Sports, IHG, Samsung, Cox and The Home Depot.
- On the NBA / Turner Sports experience, worked as UX Designer across discovery, information architecture, visual design and prototypes. The product recorded a **26% adoption rate** and reported **\$1.6 million in subscription revenue at launch**.
- Created the IHG guest-experience vision film through video production, motion graphics and storytelling.
- Worked on an airline operational interface and exception-management experience; the project recorded a reported 11% operational cost reduction.

Allure Global Solutions | October 2007 - December 2012

Lead Digital Media Designer

Designed digital media, video, motion graphics and interactive experiences for entertainment, retail and hospitality clients. Contributed to early UX work for POS and customer-facing digital products.

Skills

Design leadership; people management; coaching; product strategy; design systems; governance; accessibility; discovery; user research; information architecture; interaction design; prototyping; conversational UX; visual design; motion graphics; storytelling.

Tools & Platforms

Figma, After Effects, Principle, HTML/CSS, Webflow. Web, iOS, Android, enterprise banking, ATM / kiosk and digital signage.

Education

Art Institute of Atlanta

Visual design, motion graphics and interactive media