BRIAN WARREN // Principal Designer

I design for large-scale e-commerce and product organizations, delivering experiences that connect with customers at every stage of their journey. I thrive on uniting teams across an organization to build products that make a genuine difference in people's lives.

EXPERIENCE

NexHealth — Principal Product Designer
February 2026–Present

- Owned full redesign of NexHealth's messaging platform, with modern, AI-forward experiences, enabling practices to run with a front desk assistant.
- Designed and launched analytics product, providing healthcare practices insights into the metrics of how each of their locations are performing.
- Redesigned iOS apps from the ground up with a focus on patient readiness and easy appointment management for practices.

Chewy — Principal Product Designer
June 2022–February 2026

- Led design for Chewy's "Get Real" fresh food product, creating a bespoke brand and ordering experience that customizes meal plans for each dog based on multiple data inputs, preferences, and constraints.
- Partnered with product, engineering, brand, legal, research, and leadership to translate complex subscription logic and fulfillment systems into an intuitive customer experience.
- Applied systems thinking to optimize onboarding and subscription management.

Stripe — Staff Product Designer
August 2021–June 2022

- Designed and launched core experiences for Stripe's banking-as-a-service platform, enabling third-party developers to embed financial services into their own products.
- Owned design for Stripe's card issuing product, creating the next generation of tools for businesses to create, customize, and manage branded payment cards — connecting front-end user needs with complex backend data relationships and compliance requirements.

Amazon — Principal Product Designer
May 2016–August 2021

- Sole designer for a full redesign of Amazon's mobile homepage, delivering a more personalized, inspiring, and high-performing shopping experience for millions of customers worldwide.
- Led design for Amazon's homepage, launching numerous features and UX improvements powered by data-driven personalization and recommendation systems.
- Designed experiences for major seasonal events (Prime Day, holiday shopping) and product launches, integrating dynamic content and large-scale catalog data into cohesive, performant user experiences.

CONTACT

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PORTFOLIO

begoodnotbad.com/projects

APPS

Kandili Daily Readings (iOS)

GoodTag MP3 tagging & encoding (Mac)

PATENT

System and method for providing indicia to filtered search results to indicate applied filters

US11361373B1, November 2017

WRITING

HTML5 & CSS3 Visual QuickStart Guide

(Peachpit Press)

Co-Author

"On Weights & Styles"

Adobe Typekit Blog

"The secrets of great web typography"

.Net Magazine

Handcrafted CSS

(New Riders)

Technical Editor

Web Design and Marketing Solutions for Business Websites

(Friends of Ed)

Technical Editor

EDUCATION

B.S. Graphic Design *2000*

John Brown University

Design Director — Tagboard
January 2014–March 2016

- Led design for a 10-person product team, providing creative direction across both product and agency work.
- Drove product strategy, hiring, and mentoring, and established a company-wide style guide to ensure design consistency.
- Spearheaded a major push into social content for television, making Tagboard the most-used social display platform in top U.S. markets.
- Directed the redesign of the marketing website, developed new product features, and launched live display experiences used worldwide.

Design Lead — Onehub
June 2012–December 2013

- Designed experiences for Onehub's suite of web and mobile applications, collaborating closely with the product team from ideation through development.
- Led the redesign of the mobile application and implemented new productivity features that supported consistent product growth.

Senior Designer — Happy Cog
August 2009–June 2012

- Managed the full creative process from UX strategy and creative workshops to visual design, front-end development, and CMS integration.
- Designed and launched websites for clients including Harvard, the United States Holocaust Museum, Nintendo, and McGraw-Hill.
- Contributed to award-winning projects, earning multiple design honors including a Webby and Agency of the Year recognition.

Owner — Be Good Not Bad
June 2004–August 2009

- Founded and grew a successful design agency serving businesses, non-profits, and creative organizations worldwide.
- Designed and developed websites from concept to launch for clients such as Liberty Mutual, Mozilla, They Might Be Giants, and Apple Inc.

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