

Brian Burton

HEAD OF PRODUCT DESIGN · DESIGN SYSTEMS · AI EXPERIENCES

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FORTY2-DESIGN

YEARS
18+

// PROFILE

Product design leader with 18+ years building enterprise design systems, AI-powered experiences, and consumer digital products across QSR, fintech, aviation, hospitality, and sports media. Equally at home setting design strategy at the executive table and shipping pixel-perfect work at the craft level. Known for transforming fragmented product organizations into design-led teams with measurable outcomes, and for executive storytelling rooted in motion, video, and visual craft. Lou AI is live. Papa Call is live in production. The Ingredients design system ships across Web, iOS, and Android.

// EXPERIENCE

Papa Johns International

Atlanta, GA · Hybrid · Jun 2024 – Present (2 yrs 1 mo)

Product Design Manager / Head of Product Design — Feb 2026 – Present

- › Own UX strategy and execution across Web, iOS, Android, AI, and emerging digital experiences for one of the world's largest QSR brands.
- › Led UX for Lou AI (live) and Papa Call (live in production), defining conversational ordering flows, personalization strategies, and customer engagement models.
- › Established the product development framework now used across Product, Design, and Engineering, improving collaboration, handoff quality, and delivery velocity.
- › Mentor designers and champion customer-centered decision making, partnering directly with executives, product, engineering, analytics, legal, and marketing.
- › Produce executive presentations, motion design assets, animations, video walkthroughs, and product vision decks used to secure stakeholder alignment.

Design System Language Manager — Jun 2024 – Feb 2026

- › Built The Ingredients, Papa Johns' first enterprise design system from zero — foundations, components, tokens, accessibility standards, documentation, and governance across Web, iOS, and Android.
- › Partnered with Engineering to build reusable component libraries and design-to-development workflows, improving implementation quality and accelerating product delivery.
- › Established WCAG-aligned accessibility standards across all customer-facing digital experiences.
- › Led adoption across Product, Design, and Engineering through training, workshops, documentation, and governance practices.

Fiserv

Alpharetta, GA · Apr 2021 – Jun 2024 (3 yrs 3 mos)

User Experience Senior Advisor — Sep 2023 – Jun 2024

- › Led UX strategy and execution across Portico, TellerUX, Commercial Center, Weiland, and Front-End Technology enterprise banking platforms.
- › Owned end-to-end experience design from discovery through delivery, partnering with Product, Engineering, and business stakeholders to align customer needs with business objectives.
- › Led cross-functional workshops, stakeholder alignment sessions, design reviews, and product strategy discussions across multiple enterprise teams.
- › Mentored designers and provided strategic UX leadership across multiple product teams and initiatives simultaneously.

UX Designer Advisor II — Apr 2021 – Sep 2023

- › Served as UX lead for Portico and TellerUX, owning end-to-end customer experience from concept through implementation.
- › Managed and evolved the APEX Design System — establishing standards, reusable components, design patterns, and governance across multiple product teams.
- › Conducted user research, workflow analysis, prototyping, and usability testing to identify opportunities and validate solutions across complex financial workflows.

Nine Labs / HatchWorks

Atlanta, GA · Jul 2019 – Jun 2021 (2 yrs)

Lead UX Designer / Senior Solutions Design Consultant

- › Lead UX for Access Manager at Fiserv and enterprise engagements at HatchWorks supporting Diebold Nixdorf ATM experiences used by financial institutions worldwide and AT&T; Control Center IoT connectivity management platform.
- › Delivered end-to-end UX across identity and access management, self-service banking, and enterprise IoT platforms within Agile product teams.

icp

Atlanta, GA · Jan 2018 – Jul 2020 (2 yrs 7 mos)

Creative Operations Manager

- › Led creative operations and global content delivery programs supporting marketing teams across 75+ countries and regions.
- › Provided UX consulting for Salesforce DAM initiatives. Produced executive presentations, product demonstrations, motion graphics, and training content from concept through final delivery.

Slalom Consulting

Atlanta, GA · Jan 2013 – Jan 2018 (5 yrs)

UX Consultant

- › Delivered UX across Fortune 500 clients including Cox Communications, The Home Depot, Manheim, and AT&T; across B2B and B2C digital platforms.
- › Led design for NBA and Turner Sports connected digital ecosystem spanning web, mobile, and OTT — user research, journey mapping, and unified design system.
- › IHG Hotels guest experience product vision and executive storytelling from browsing to post-checkout.
- › Explored emerging technology including VR, 360° video, and immersive digital experiences for enterprise clients.

Allure Global Solutions

Atlanta, GA · Oct 2007 – Dec 2012 (5 yrs 3 mos)

Lead Digital Media Designer

- › Lead designer across digital marketing, video production, motion graphics, and interactive experience projects for entertainment, retail, and hospitality clients.
- › Partnered with major movie studios and theater chains producing digital campaigns, in-theater experiences, and promotional content for theatrical releases.
- › Contributed to early UX and product design initiatives bridging design and development on POS systems and customer-facing digital products.

// CORE SKILLS

Leadership	Head of Design · Design Strategy · Cross-functional Leadership · Design Operations · Stakeholder Alignment
Systems	Enterprise Design Systems · Governance · Tokenization · Accessibility (WCAG) · Component Architecture
UX	AI / Conversational UX · Interaction Design · User Research · Journey Mapping · IA · Prototyping
Craft	Art Direction · Motion Graphics · Video Production · Animation · Visual Design · Executive Storytelling
Tools	Figma · After Effects · Principle · HTML / CSS · Webflow
Platforms	Web · iOS · Android · OTT · ATM · Kiosk · Digital Signage

// NOTABLE CLIENTS

AT&T · Coca-Cola · Cox Communications · Delta Air Lines · Diebold Nixdorf · Fiserv · IHG Hotels & Resorts · Manheim · NBA / Turner Sports · Samsung · The Home Depot

// EDUCATION

Art Institute of Atlanta

Visual Design · Motion Graphics · Interactive Media

Foundation in visual design, motion graphics, video production, animation, voice-over, and interactive media — skills that surface directly in product vision videos, executive storytelling, and the creative direction that differentiates work at the Head of Design level.