

Bryan Henry

CONTACT

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- Northville, MI

EDUCATION

May 2024
College for Creative Studies
Detroit, MI
Bachelor of Fine Arts in
Communication Design

SKILLS

- Design & UX
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Figma, Sketch, Miro, Prototyping
- Data & Systems
- Salesforce / Wordpress Administration
 - Power Automate, GitHub
 - Claude AI (Software, Infrastructure)
- Marketing & Platforms
- Mailchimp, Wrike, Google Ads
 - E-commerce (Shopify, Etsy, Amz.)
 - Meta Business Suite

MEMBERSHIPS

- Eagle Scout with Three Palms, 35 Merit Badges. (October 2019)

PARTNERSHIPS

- Contributed to "Nature's Duality" publication (2024), collaborating with C.C.S. , InsideOut Literary Arts, and Mercedes-Benz Financial Services.
- Supported brand identity development and core value refinement for Detroit Veterans Affairs.

Communication Design

PROFILE

Bridges design, data, and systems to improve user experience and organizational decision-making.

Communication Designer specializing in branding, UX, and data-driven systems, with experience building scalable solutions across 6+ locations and 2,000+ users. Combines design, analytics, and platform management to drive measurable impact.

WORK EXPERIENCE

May 2023 - Present

Boys & Girls Club of Greater Detroit | Detroit, MI
Membership Data & Systems Lead

- Built a centralized tracking system for attendance, program participation, and engagement across 6 club locations and 2,000+ members.
- Oversaw Salesforce system administration, managing data, user access, and reporting workflows across the organization.
- Developed dashboards and reports to quantify program impact, improving leadership visibility and data-driven decision-making.
- Designed and executed brand assets across digital, print, motion, and event-specific websites, improving user experience and driving engagement across campaigns.

June 2022 - Dec 2022

Rocket Companies | Detroit, MI
Product Strategy & UX Research Intern

- Created and managed weekly Mailchimp newsletters distributed to 3,600+ recipients.
- Designed presentation templates and research materials for cross-functional teams.
- Conducted website audits to improve UX clarity and reduce outdated and misinformation.
- Maintained reporting dashboards tracking conversion rates and engagement metrics.

Feb 2021 - Sept 2023

Health & Crystal | Beacons Way + Additional Ventures | Founder

- Founded and operated multiple e-commerce businesses, generating 800+ sales across diverse product lines, earning 250+ positive customer reviews.
- Managed end-to-end operations including international sourcing, supplier negotiation, quality control, inventory, and fulfillment logistics.