

Brad Siefert

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Summary

I'm a Design Technologist with over a decade of experience in web and mobile design. I love the challenge of creating robust and thoughtfully crafted design systems. Elegance, clarity, and efficiency are my highest design principles. I'm driven by a love for creating modern products that are useful and beautiful.

Work Experience

Nielsen

Lead Product Designer, Design Systems

2021-Present

- Led a from-scratch creation of a company wide global design system with 280+ components, 360+ styles, and 60K+ weekly component inserts across 20 users
- Wrote and maintained documentation about component properties, design patterns, accessibility guidance, and best practices to ensure proper usage
- Ensured the entire design system is accessible at WCAG 2.2 AA level compliance
- Collaborated with cross-functional teams, including product mgmt, engineering, UX, and marketing to ensure alignment and adoption of the design system
- Lead multiple development implementations in React and Web Components to modernize and distribute the system through our 40+ web apps
- Contributed to the strategic direction and roadmap of the design team, including setting design standards and project management for direct reports

Earlybird

UI/UX Designer

2013-2021

- Created user flows, user stories, wireframes, and other UX deliverables for enterprise auto dealers
- Led client meetings and explained design concepts through wireframes, style guides, and design mockups
- Designed UI front-ends for web & mobile apps and collaborated with developers to ensure fidelity
- Implemented front-end responsive designs for data warehousing and analytics web apps
- Created and developed a design system, Highbeam, for an internal SAAS project

Education

Illinois State University

BS in Business Administration Information Systems

Skills

Design Systems

User Interface Design

User Experience Design

Component Documentation

User Flow Diagrams

Design Tokens

Prototyping

Wireframing

Responsive Web Design

Front-End Development

HTML & CSS

Version Control

Tools

Figma Sketch FigJam Miro InVision

Mind Mapping Jamstack Bootstrap SCSS/SASS

GraphQL Adobe Creative Cloud Webflow

Volunteer Experience

Open Arms

Board of Trustees Member

2018-Present

I serve on the board of a homelessness non-profit that helps provide food to under resourced folks on the west side of Chicago. My role focuses on improving our internal systems, being our secretary, and general IT services.

Personality

StrengthsFinder 2.0

Strategic, Learner, Connectedness, Developer, Realtor

Enneagram

Type One (The Reformer or The Perfectionist)