

# Brad Siefert

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## Summary

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I'm a UX/UI Designer experienced in web, mobile, and print design. I value clarity, elegance, and attention to detail in design. I want to work on modern, data-driven products that are useful to the user and beautiful to use.

## Education

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### Illinois State University

**Bachelor of Science** in Business Administration  
Information Systems, 2003

## Experience

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### Earlybird

#### Lead Designer

2013–Now

- Led client meetings and communicate design concepts through wireframes, style guides, and standardized branding
- Created user flows, user stories, wireframes, and other UX deliverables for clients
- Designed UI front-ends for web & mobile apps, collaborated with developers to ensure fidelity
- Implemented front-end responsive designs for data warehousing and analytics web apps



### Colorjar

#### Web Designer

2013

- Designed UI and UX for marketing websites
- Created branding concepts, personas, user stories, and logo revisions
- Implemented responsive mobile themes for marketing websites designs



### Spartz (aka Dose)

#### Web Designer

2011–2013

- Created websites & promotional materials for the network of 30M monthly page views
- Updated the UI/UX of websites and mobile apps for a better, more robust flow of user submitted content

## Skillset

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### User Interface



### User Experience



### Responsive Design



### Typography



### Layout & Grids



### HTML & CSS



### Javascript



### Version Control



### Branding



### Illustration



### Data Visualization



### macOS & iOS



## Personality

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### StrengthsFinder 2.0

*Strategic, Learner, Connectedness, Developer, Realtor*

### Enneagram

*Type 1 (The Reformer or The Perfectionist)*