

Brad Siefert

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SUMMARY

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

EDUCATION

Illinois State University

Bachelor of Science in Business Administration Information Systems

EXPERIENCE



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 (now 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

User Interface



User Experience



Responsive Design



Typography



Layout & Grids



HTML & CSS



Javascript



Version Control



Branding



Illustration



Data Visualization



macOS & iOS



PERSONALITY

StrengthsFinder 2.0

Strategic, Learner, Connectedness, Developer, Realtor

Enneagram

Type 1 (The Reformer or The Perfectionist)