

Brad Siefert

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Summary

I'm a UI/UX Designer with over a decade of experience in web and mobile design. I value elegance, clarity, and efficiency in design. I create modern, data-driven products that are useful and beautiful.

Education

Illinois State University

Bachelor of Science in Business Administration Information Systems

Work Experience

Earlybird

UI/UX Designer 2013-Now

- Designed analytics dashboards for enterprise auto dealerships
- Created user flows, user stories, wireframes, and other UX deliverables for clients
- 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

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
Wireframing	User Flow Diagrams
Responsive Web Design	Prototyping
Front-End Development	HTML & CSS
Data Visualization	Version Control

Tools

Sketch	Lucidchart	InVision	Mind Mapping
Bootstrap 4	VueJS	Gulp	Wordpress
Webflow	Airtable	Adobe Creative Cloud	

Volunteer Experience

Open Arms

Board of Trustees Member 2018-Now

I serve on the board of a homelessness non-profit and my role focuses on improving our internal systems and technology.

Personality

StrengthsFinder 2.0

Strategic, Learner, Connectedness, Developer, Realtor

Enneagram

Type 1 (The Reformer or The Perfectionist)