

# Brad Siefert

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## SUMMARY

I'm a **Product Designer** and **Design Technologist** experienced in building **apps** and **design systems**. I'm fluent in both **Figma & code**. I love creating UIs that are elegant, accessible, and impactful.

## EXPERIENCE

### GovOS (now Neumo)

Lead Product Designer, Design Systems      05/2023-01/2026

- Led modernization of legacy web UIs by creating a new design system with reusable design tokens, visual foundations (color scale, typography scale, iconography), responsive web guidance, and writing guidelines.
- Designed and documented a library of 32 core components and 10 design patterns in Figma to unify visual design across 6 products and fuel a major redesign of our state (Colorado/Alaska) and county tax product.
- Ensured all components met a WCAG 2.2 AA accessibility standard
- Coded 10 example templates to show best practices in a Next.js starter repository for developers to quick start building with the design system.
- Collaborated with product and engineering to design reusable platform UX patterns for authentication, payments, tax forms, and documents.
- Setup AI design workflows using Figma MCP and Cursor for end-to-end prototyping, user testing, and collaboration with engineers.
- Designed and implemented a company-wide navigation component directly in code, aligning 20+ core apps under a new rebranded header across 10+ dev frameworks, owning delivery & easing engineering loads.

### Nielsen

Lead Product Designer, Design Systems      05/2021-04/2023

- Built a global design system from scratch (45 components/300+ styles) for 40 enterprise apps, generating 30K+ weekly component inserts across 20 designers with a focus on accessibility and worldwide localization.
- Managed a three-person team and oversaw React and Web Components implementations of the design system to distribute across all tech stacks.
- Collaborated with marketing to integrate a major brand refresh, ensuring consistency and accessibility across the components and applications.
- Designed core screens, data dashboards, and shared platform components for Nielsen One, a new, unified platform for global audience measurement, driving adoption of the system across all business units.

### Earlybird

UI/UX Designer      08/2013-02/2021

- Created UX artifacts (user flows, user stories, wireframes, user research) for a variety of startups and enterprise-level auto dealerships.
- Designed UIs for web & mobile apps and implemented the front-end responsive designs for data warehousing and analytics web applications.
- Developed a v1 UI kit/design system, for an internal SAAS project.

## SKILLS & TOOLS

**Design Systems & UI:** Design Systems, Component/pattern libraries, Design Tokens, Figma Tokens/Variables, WCAG 2.2 AA accessibility, Accessibility checkers (LevelAccess, Deque), Storybook, Documentation writing, Vibe coded prototypes, Responsive web design, Component governance and versioning, Systems management

**Design Toolkit:** Figma, FigJam, AI prototyping (Cursor, Figma Make, v0), Sketch, InVision, Miro, Adobe Creative Cloud, Webflow

**UX Process:** Wireframing, UI design, UX mockups, Prototyping, User flow diagrams, UX research tools (Userbit, Dovetail), Developer handoff documentation, Heuristic evaluation & audits, UX writing, Jira, Linear, Project management

**Front-End Development:** HTML, CSS/SCSS, Design Tokens, Tailwind, Bootstrap, React/Next.js, Vue.js/Nuxt, Vibe Coding, Cursor AI, Figma MCP, Visual Studio Code, Copilot, Terminal/Command Line, Version Control (Git/GitHub)

## EDUCATION

### Illinois State University

BS in Business Administration — Information Systems

## TRAINING & CERTIFICATIONS

### LevelAccess Accessibility Academy

Certified in "Accessibility Foundations" and "Accessibility Practitioner," and 10+ hours of additional training.

### Deque University Accessibility Training

Completed 14 courses in preparation for IAAP Accessibility Certification covering WCAG, ARIA, and testing tools.

## PERSONALITY

### StrengthsFinder 2.0

Strategic, Learner, Connectedness, Developer, Realtor

### Enneagram

Type One (The Reformer or The Perfectionist)