

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 products 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 creating design tokens, new 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 AI for end-to-end prototyping, user testing, and collaboration with designers and 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 and 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.
- Leveraged analytics to track adoption, A/B test flows and components, identify fragmented patterns to drive alignment, consistency, and delivery.
- 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 startups (5 successful MVP launches) and 3 enterprise auto dealerships.
- Designed UIs for web & mobile apps and implemented the front-end responsive designs for data warehousing and analytics web applications.
- Developed a UI kit and 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, Claude Code), Sketch, InVision, Miro, Adobe Creative Cloud, Webflow, Jira, Linear

UX Process: Wireframing, UI design, UX mockups, Prototyping, User flow diagrams, UX research tools (Userbit, Dovetail), A/B testing, Analytics tools (Pendo/Fullstory), Heuristic evaluation & audits, Developer handoff, UX writing

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)