

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-Present

- 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 portal.
- Ensured design system components met a WCAG 2.2 AA standard and created checks to confirm accessibility from Figma to production code.
- Coded 10 example templates to show best practices in a Next.js starter repository for developers to quick start using the design system.
- Collaborated with product and engineering to design reusable platform patterns for authentication, payments, tax forms, and documents.
- Developed a Node.js script with AI tools to scan repositories and identify hard-coded CSS values to aid mapping them to design tokens, resolving hundreds of accessibility issues in legacy (PHP, .NET, & React) applications.

● 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 internationalization.
- 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.
- Worked closely with the core product and design teams to create components for Nielsen One, a 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 (Deque, LevelAccess), Storybook, Documentation writing, Vibe coded prototypes, Responsive web design, Component governance and versioning, Systems management

Design Toolkit: Figma, FigJam, Figma MCP, 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

Front-End Development: HTML, CSS/SCSS, Design Tokens, Tailwind, Bootstrap, React/Next.js, Vue.js/Nuxt, Vibe Coding, Cursor, Visual Studio Code, GitHub Copilot, Terminal/Command Line, Node.js, 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)