

Brad Siefert

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Summary

I'm a Design Engineer with over a decade of experience in web and mobile design. I love the challenge of creating robust and thoughtfully crafted design systems. Elegance, clarity, and efficiency are my highest design principles. I'm driven by a love for creating modern products that are useful and beautiful.

Education

Illinois State University

Bachelor of Science in Business Administration Information Systems

Work Experience

Nielsen

Senior Product Designer, Design Systems 2021-Present

- Started a new design system to unify the company's web applications
- Created and meticulously organized Figma components with 5000+ variants
- Consulted marketing to choose a color and type system for a company wide rebrand
- Ensured the design system is accessible with WCAG 2.1 AA compliance
- Created design tokens and developed CSS foundations with multiple development teams
- Led design team meetings to hear feedback and keep design teams current

Earlybird

UI/UX Designer 2013-2021

- 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
- Implemented responsive mobile themes for marketing websites designs

Skills

Design Systems

User Experience Design

User Flow Diagrams

Prototyping

HTML & CSS

User Interface Design

Wireframing

Responsive Web Design

Front-End Development

Version Control

Tools

Figma Sketch Lucidchart InVision

Mind Mapping Bootstrap VueJS Gatsby SCSS

Webflow Airtable Adobe Creative Cloud

Volunteer Experience

Open Arms

Board of Trustees Member 2018-Present

I serve on the board of a homelessness non-profit that helps provide food to under resourced folks on the west side of Chicago. My role focuses on improving our internal systems, being our secretary, and general IT services.

Personality

StrengthsFinder 2.0

Strategic, Learner, Connectedness, Developer, Realtor

Enneagram

Type 1 (The Reformer or The Perfectionist)