

# Brandon Oxendine

Designer with a wealth of experience working in various design roles. I love building great products and enabling teams to do their best work.

I write occasionally about design, leadership, and technology on [my blog](#).

You can find my portfolio [here](#).

## Design Consultant

2020 - now

I work with early-stage startups shaping all aspects of their early design efforts, including designing comprehensive brand systems, crafting icons and illustrations, and building easy-to-use Figma design systems. I also improve design operations by streamlining task management and fostering collaboration between teams.

**Drips** [View case study ↗](#) [View it live ↗](#)

Responsible for the design of a website, app, brand, and conference materials for funding open-source projects that allows you to distribute funds easily with Drip Lists and let projects share their earnings with dependencies and maintainers.

**Radworks** [View it live ↗](#)

Designed a brand and website for the organization managing Drips and Radicle.

**Better Internet Foundation** [View it live ↗](#)

Designed and built a website for a Swiss foundation focused on Internet freedom.

**Migaku** [View case study ↗](#) [View it live ↗](#)

Completely redesigned the visual language of an immersive language learning platform from the ground up. Worked with an illustrator to bring the brand to life.

**Radicle** [View case study ↗](#)

Designed the brand, website, app, and swag for Radicle, a decentralized, secure, and censorship-resistant alternative to traditional code collaboration platforms.

**Grover** Head of Product Design [View case study ↗](#)

2017 - 2020

Led a team of designers and researchers, shaping the product experience with conversion-focused design, a scalable design system, and brand-aligned icons and illustration. I worked closely with product and engineering teams to ensure a cohesive and user-centered experience. Responsible for hiring and nurturing a healthy design team with weekly 1-on-1 checkins and design critiques.

**Fuzzco** Design Director

2013 - 2016

Led a fast-moving design team across multiple time zones, managing dozens of projects at a time while working closely with project managers and clients. I oversaw the design and execution of brand systems, websites, apps, and typefaces, ensuring technical precision through meticulous QA.

**Google** Product Designer [Read about it ↗](#)

2012 - 2013

Collaborated with product managers, UX designers, and engineers to launch a redesigned Google Profile. As part of the team shaping what became Material Design, I advocated for design standards across Google's evolving ecosystem.

**Designkitchen** Designer

2012 - 2013

Worked on interactive advertising campaigns for major brands, including microsites and web ads, while developing engaging digital experiences.

**Fuzzco** Designer

2012 - 2013

Designed brand systems and websites for many small and large brands.

## ONLINE

[brandonoxendine.com](http://brandonoxendine.com)  
[linkedin.com/in/brandonhaslegs](https://linkedin.com/in/brandonhaslegs)  
[github.com/brandonhaslegs](https://github.com/brandonhaslegs)  
[figma.com/@brandonhaslegs](https://figma.com/@brandonhaslegs)  
[x.com/brandonhaslegs](https://x.com/brandonhaslegs)  
[bsky.app/profile/brandonhaslegs.com](https://bsky.app/profile/brandonhaslegs.com)  
[instagram.com/brandonhaslegs](https://instagram.com/brandonhaslegs)  
[tumblr.com/brandonhaslegs](https://tumblr.com/brandonhaslegs)

## CONTACT

[brandon.oxendine@gmail.com](mailto:brandon.oxendine@gmail.com)  
+49 172 620 9810

## SKILLS

User Experience Design, Visual Design, Branding, Illustration, Web Design, iOS & Android Apps, Copywriting, Prototyping, HTML, CSS, Team Leadership, Roadmapping, Hiring, Mentorship

## TOOLS

Figma, GitHub, Notion, VS Code

## EDUCATION

Winthrop University May 2010  
Bachelor of Fine Arts  
Visual Communication Design

## LANGUAGES

English (Native)  
German (Fluent)