

# Brandon Biro

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## Professional Summary

Senior UX and Visual Design Leader with 14+ years of experience transforming design from a support service into a strategic partner. Proven track record in shaping platform design, building scalable design systems, and integrating emerging technologies into workflows. Skilled at guiding cross-functional teams to deliver measurable business outcomes while elevating standards in UX, accessibility, and visual communication. Passionate about fostering inclusive design cultures, mentoring talent, and aligning design strategies with long-term business goals.

## Experience

### **Madison Gas and Electric - Senior User Experience Designer**

**Nov '15 - Present**

- Transformed design into a strategic partner by influencing executive decision-making with data-driven insights, OKRs, and KPIs aligned to business strategy, Technical Leadership, and Organizational Vision.
- Built and evolved scalable design systems and component libraries using modern methodologies (atomic design, OOCSS, mobile-first), ensuring consistent brand integrity.
- Guided end-to-end UX and visual design delivery—from wireframes and prototypes to style guides, workflows, and branded assets—across high-profile digital platforms in agile environments.
- Advocate and championed accessibility compliance (WCAG AA+), implementing weekly audits and maintaining >90% SiteImprove score, driving inclusivity across digital experiences.
- Partnered with product, technology, and business leaders to deliver measurable improvements in adoption, efficiency, and customer satisfaction.
- Led design teams and mentored junior and designers, fostering a collaborative and high-performing design culture.
- Improved design-to-development efficiency through front-end development collaboration (HTML, CSS, JavaScript), prototyping solutions, and agile workflows.
- Integrated Google Analytics, Tag Manager, Clarity, and Looker Studio dashboards to track digital performance and empower stakeholders with actionable insights.

### **Wisconsin Department of Justice - UX Designer**

**Jul '11 - Apr '13 and Jul '13 - Nov '15**

- Defined and executed user experience vision and strategy for internal systems for both private and public-facing applications.
- Partnered with directors and cross-functional teams to translate complex stakeholder needs into scalable design solutions.
- Developed design guidelines, documentation, and accessibility standards to ensure consistency and sustainability.
- Researched and implemented emerging design trends, including user-centered frameworks and interaction models.

### **Wisconsin Department of Children & Families - Webmaster**

**Apr '13 - Jul '13**

- Directed UX, content strategy, and visual design for agency websites, improving engagement and usability.
- Monitored and analyzed traffic and user behavior data to optimize performance.
- Coordinated website usability group to enhance employee collaboration and stakeholder alignment.

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## Education

- Master of Arts, Visual Communication Design - Liberty University (In progress)
- Certificate, User Experience Design - The Team W, Weinschenk Institute
- Certificate, Web Design - Madison Area Technical College
- Bachelor of Science, Art - University of Wisconsin-Madison
- Graphic Design - Edgewood College

## Core Competencies

UX & Visual Design Leadership | User Centered Design | Strategic Design Transformation | Inclusive Design & Accessibility (WCAG AA+) | Design Systems & Component Libraries | Product & Platform Design | Data-Driven Insights (GA, GTM, Clarity, Looker Studio) | Storytelling & Executive Influence | Workshop Facilitation & Cross-Team Collaboration | AI & Emerging Technology Integration | Agile & Scaled Delivery Environments | Mentorship, Talent Development & Culture Building | Rapid Prototyping & Front-End Collaboration (Figma, Adobe CC, HTML, CSS, JS) | Adobe Creative Suite Apps

## Key Accomplishments

Spearheaded accessibility audits across digital channels, increasing WCAG compliance from 67% to 96%.

Winner, 2016 WAGGY for best redesigned website for the Wisconsin Attorney General .

Elevated design maturity by embedding design thinking and research practices into product development, driving innovation and measurable business outcomes.

Created scalable style guides, workflows, and branded assets that reinforced consistency across digital platforms and Product Design.

Increased digital adoption and efficiency by delivering user-centered, data-driven solutions in partnership with business partners and leaders.

Recognized as a strategic design ambassador, improving stakeholder visibility and executive confidence in design's business impact.