

# DAN BRADY

## Product Designer | UI Developer | Design Systems

[Contact info removed for public access]

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### SUMMARY

Skilled **Product Designer** with over **10 years** of experience at the intersection of **Design and Engineering** to deliver scalable experiences for **Fortune 500 companies**.

Excels in helping **cross-functional teams** collaborate to **identify patterns** and **systematically solve** them.

### CORE COMPETENCIES AND ACHIEVEMENTS

- **Led an initiative to create a design system** capturing foundational design decisions and repeatable, modular, and consistent patterns from the evolving designs, resulting in 70+ logical components and 25+ page layouts.
- **Created and maintained a comprehensive component library** in Figma and HTML/CSS for a global enterprise portal, connecting 23,000 employees across 39 countries.
- **Standardized responsive design documentation** for a global financial HR portal, benefiting 213,000 employees and 36,000 managers across 160 countries in 11 local languages.
- **Collaborated with a cross-functional team** of over 10 members consisting of content strategists, UX researchers, developers, and product owners to deliver successful projects for Citigroup, eBay, Prudential, Paramount, Colgate-Palmolive and many more.
- **Authored responsive web design guidelines** and detailed component design and functional requirements for a global enterprise HR portal redesign.
- **Conducted Figma training for employees** and offered continuous advice, guidance, and mentorship on best practices, releases, features, use, and workflows.

### TECH SKILLS

- Figma
- HTML/CSS/Sass
- Adobe Creative Suite, Photoshop, Illustrator
- SVG
- Javascript/React
- Node
- NPM
- Gulp
- Static Site Generators
- Browser Dev Tools
- Command Line
- Many CMSs and cloud platforms

### AREAS OF EXPERTISE

- Design Systems
- Style Guides
- Pattern Libraries
- Prototyping
- Wireframing
- Cross-functional Collaboration
- Design Thinking
- Color Theory
- Typography
- Graphic Design
- Information Architecture
- Responsive Web Design
- Design Thinking
- Performance Analysis
- Interaction Design
- Design Audits
- User Experience Design
- UI Development
- Cross Browser/Device Debugging
- Documentation
- WCAG Accessibility
- Workflow Optimization

## PROFESSIONAL EXPERIENCE

**Senior Product Designer / UI Developer,**  
**Experience Design & Digital Architecture**  
*Logical Design Solutions Inc*

**June 2019 - Present**

- **Developed and maintained UI components library** of over 70 components and 25 page layouts in Figma and HTML/CSS for a company HR and communications portal for managers and employees.
- **Collaborate cross-functionally with 3 teams** of content strategists, UX researchers, and developers.
- **Trained 4 team members on Figma** best practices, resulting in a 20% increase in team productivity.
- **Executed responsibilities of over 7 roles** to accomplish tasks including product/visual design, front end engineering, accessibility, QA, and performance analysis, UX design, and technical researching.
- **Worked with clients** including Paramount/ViacomCBS, Pennsylvania Power & Light, Digital Currency Group.

**Senior Visual Designer / UI Developer,**  
**Architecture & Engineering**  
*Logical Design Solutions Inc*

**March 2014 - June 2019**

- **Standardized design with documentation** for global financial HR portal for 213,000 employees and 36,000 managers across 160 countries in 11 local languages.
- **Developed over 10 prototypes, documentation deliverables, and spec annotations** using tools like Figma, Axure, and Adobe Creative Suite (Photoshop, Illustrator).
- **Identified and clarified over 100 accessibility issues** for financial corporate HR intranet, resulting in comprehensive documentation for the platform.
- **Managed up to 3 projects concurrently** to support clients and internal marketing efforts.
- **Worked with clients** including Citigroup, Prudential, Board of Pensions

## ADDITIONAL EXPERIENCE

**Senior UI Developer,**  
**Portal Engineering**  
*Logical Design Solutions Inc*

**May 2009 - March 2014**

Clients: eBay, Marsh & McLennan, Colgate-Palmolive, Aerial Applications

**Front End Developer**  
*Logical Design Solutions Inc*

**October 2004 - May 2009**

Clients: Merck/Schering-Plough (Brands include: Nasonex, Claritan, Clarinex, PegIntron)

**Interactive Technology Developer**  
*Logical Design Solutions Inc*

**October 1999 - October 2004**

Clients: AT&T, Lucent, Deutsche Bank, CRBard

## EDUCATION

**Bachelor of Arts, Graphic Design**  
Fairleigh Dickinson University, Madison NJ  
*Magna cum laude graduate*

**UX Professional Certification**  
Google  
*Currently enrolled*