

Brandan Galloway

Penfield, NY | [315-591-6188](tel:3155916188) | brandan.galloway2@gmail.com | [LinkedIn](#)

Senior UX Designer | Design Systems & Product Design

Senior UX Designer with 7+ years of experience leading end-to-end design for complex digital products. Expert in design systems, user research, and cross-functional collaboration. Proven track record of improving user engagement and conversion through data-driven design decisions. Skilled in Figma, prototyping, accessibility (WCAG), and agile methodologies.

Professional Experience

University of Rochester – Simon Business School | Rochester, NY

User Experience Designer | Aug 2021 – Present

Design Systems & Component Architecture

- Created and governed a Figma-based design system with 150+ reusable components, variants, and comprehensive documentation, reducing design-to-development handoff time by 40%
- Partnered with developers to implement production-ready components, using Jira and Confluence to streamline workflows and ensure consistency across 12+ digital properties

UX/UI Design & Interaction

- Designed enrollment-focused web experiences, program pages, and application flows that contributed to a 25% increase in application completion rates
- Built interactive prototypes, wireframes, and high-fidelity mockups in Figma, Sketch, and Adobe XD for stakeholder alignment and usability testing
- Ensured WCAG 2.1 AA compliance across all designs, conducting accessibility audits and implementing responsive patterns aligned with brand guidelines

User Research & Analytics

- Led user research initiatives including 30+ interviews, surveys, usability tests, and journey mapping to inform design decisions and validate solutions
- Analyzed Google Analytics, Hotjar heatmaps, and session recordings to identify UX friction points and iterate on conversion paths

Collaboration & Leadership

- Facilitated design workshops, stakeholder presentations, and cross-functional alignment sessions with admissions, marketing, IT, and leadership teams
- Documented design rationale, workflows, and component specifications in Confluence, enabling team scalability and knowledge transfer

TrainTonnage | Freelance / Independent Project

Lead UX Designer | 2024 – Present

Led end-to-end UX design for a comprehensive strength training SaaS platform serving coaches and athletes, spanning 15+ interconnected views across planning, training, and analytics workflows.

- Conducted 12 in-depth user interviews, diary studies, and contextual observations in gyms to uncover critical pain points and inform product strategy
- Designed a dual-role system supporting both coach dashboards (managing 10-30+ athletes) and athlete interfaces with role-appropriate feature access
- Created a complex program builder with nested CRUD operations across 5 hierarchy levels, redesigned from wizard to spatial canvas based on user testing, reducing program creation time from 35+ to 18 minutes
- Implemented auto-save session logging with offline capability, achieving 78% session completion rate (vs. 45-50% industry average) and zero data loss incidents
- Optimized coach dashboard efficiency by 50% through activity-driven scanning, batch session review workflows, and consolidated API architecture
- Achieved 62% 30-day user retention (vs. 35-40% fitness app average) and 87% coach invitation acceptance rate through streamlined onboarding flows

WEBGIO Digital Agency | Oswego, NY

Web Designer / Developer | Aug 2018 – Present

- Led end-to-end UX/UI design and web development projects from discovery through launch, delivering responsive, accessible websites for agency clients
- Executed SEO, usability, and visual design strategies that improved client engagement metrics by 35% and increased organic discoverability
- Collaborated with clients and developers using Jira and Confluence to ensure alignment, on-time delivery, and stakeholder satisfaction
- Created print and digital assets with Adobe Creative Suite, including brochures, flyers, and marketing graphics

Education

State University of New York at Oswego

M.A., Human-Computer Interaction | Aug 2017 – Dec 2018

B.A., Psychology (Minor: Cognitive Science) | Jan 2014 – May 2017

Skills

Design & Prototyping: Figma (components, libraries, variants, auto-layout), Sketch, Adobe XD, InVision, Axure, Balsamiq

Design Systems: Component architecture, design tokens, documentation, governance, systems thinking

User Research: Interviews, usability testing, surveys, persona development, journey mapping, contextual inquiry

Analytics: Google Analytics, Hotjar, Crazy Egg, A/B testing, conversion optimization

Visual Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), responsive design, UI principles

Accessibility: WCAG 2.1 compliance, accessibility audits, inclusive design, screen reader testing

Development: HTML, CSS, JavaScript (foundational), Git, Zeplin, Drupal, WordPress, Webflow

Project Management: Jira, Confluence, Trello, Asana, Monday.com, Agile/Scrum methodologies

Soft Skills: Cross-functional collaboration, stakeholder management, workshop facilitation, design presentation.