

# Brandan Galloway

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## Senior UX Designer | Design Systems, Product Design, and Digital Strategy

Senior UX Designer with 7+ years of experience building scalable design systems and leading product design for complex organizations. I specialize in systematic design thinking, user research, and AI-enhanced workflows that bridge design and development. I've built design systems from the ground up — defining token architectures, writing component specifications, and partnering with developers to establish shared standards across web applications.

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## Professional Experience

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**University of Rochester – Simon Business School** | Rochester, NY

**User Experience Designer** | Aug 2021 – Present

### Design Systems & Platform Infrastructure

- Built a comprehensive Figma design system from scratch — defining 105 design tokens (color, typography, spacing, sizing), component specifications, and developer handoff documentation aligned to a live Drupal codebase
- Partner closely with Central University Marketing to uphold brand standards while scaling and governing the design system
- Reduced design-to-development handoff time by 40% by introducing a component-driven workflow that eliminated rebuilds and styling inconsistencies
- Developed a Confluence documentation framework that empowers Drupal content editors to work independently with clear design guidelines

### Strategic Leadership & Cross-Platform Alignment

- Partner directly with senior leadership on digital marketing strategy to align messaging across the website, social media, and admissions campaigns

- Lead strategic planning sessions before design begins to clarify stakeholder goals, audience needs, and conversion metrics
- Drive major website realignment initiatives focused on improving visibility and engagement for key content areas, including student immersions, alumni stories, and career resources
- Position the website as a primary conversion hub, optimizing enrollment funnels and application flows using behavioral data to increase lead generation and conversion rates

### **Research & Messaging Strategy**

- Led a site-wide content audit during a university rebrand, identifying new messaging strategies to replace restricted language while preserving intent and inclusivity
- Conducted 30+ interviews with students, faculty, admissions staff, and stakeholders to uncover friction points in the application and research journey
- Created user journey maps that guided a full content redesign centered on student experience, faculty collaboration, and improved discoverability
- Applied research insights to refine task flows and content hierarchy, aligning the site structure with real user decision-making
- Created user journey maps and service blueprints that guided a full content redesign, mapping touchpoints across web, admissions, and campus experiences

### **AI-Enhanced Design Workflow**

- Use Claude AI and Figma MCP to analyze production codebases, extract design tokens from SCSS/CSS, and generate precise design-to-development mapping documentation — compressing weeks of manual auditing into days
- Use AI to accelerate design exploration, automate documentation, and streamline repetitive production tasks
- Established a modern workflow that reduces handoff friction, supports rapid testing, and frees developers to focus on complex integrations

### **Product Design & Delivery**

- Design enrollment experiences, program pages, and application flows within Agile two-week sprint cycles managed in Jira

- Produce wireframes, prototypes, and high-fidelity designs validated through usability testing and stakeholder feedback
  - Maintain WCAG 2.1 AA accessibility standards through regular audits and inclusive design practices
  - Analyze behavioral data from Google Analytics and Hotjar to identify optimization opportunities and measure performance impact
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## **WEBGIO Digital Agency | Oswego, NY**

**UX/UI Designer / Developer | Aug 2018 – 2021**

### *Client Projects*

- Lead UX/UI design and front-end development for agency client websites from discovery through launch
  - Apply user research, SEO best practices, and visual design principles to create effective digital experiences
  - Manage client relationships and project delivery using Jira and Confluence
  - Delivered 15+ client projects spanning responsive websites, e-commerce platforms, and marketing sites across diverse industries
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## **Education**

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### **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

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## **Skills**

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**Design & Prototyping:** Figma (components, libraries, variants, auto-layout), Sketch, Adobe XD, InVision, Axure, Balsamiq, Claude, Figma Make, ChatGPT, Signal Testing

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

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

**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.