

Brett Anderson

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Designer creating, strategizing, and build interactive experiences. With a love for simple UI's and building design systems.

Experience



Senior Product Designer, Design System – Kroger

August 2022 – Present

- Designed and shipped multiple components and documentation guidelines for designers to utilize.
- Led and collaborated on a supply chain specific design system with weekly syncs, component creation, and roadmap planning.
- Built collaborative relationships with designers and engineers to gather feedback and component/pattern insights.



Senior Product Designer – Side Inc.

April 2021 – June 2022

- Designed and shipped multiple productivity and style features for the website platform which is used by hundreds of Side partners.
- Led and collaborated on Side's full product design system with weekly syncs, component creation, and roadmap planning.
- Provided accessibility guidelines and partnerships to support compliance.
- Built collaborative relationships with PMs, Engineers, Researchers, and Real Estate partners to gather feedback and product insights.



Visual Designer > Design Manager > Creative Director Kwall

November 2011 – April 2021

- Created documentation and processes for inputting and tracking product hours that helps budget expected revenue.
- Improved website mobile usage, for example Oxy college increased by 24% & Bridgewater State 56%.
- Led and managed 65+ customer web and mobile products, including IDA donation process and Sigma Photo ecommerce camera and accessory experience.
- Designed numerous web and mobile experiences, visual designs both digital and print, educational material, user flows, prototyping, booth designs, photography & video direction, and animation for clients and internal needs.

Additional Experience

Laguna College of Art + Design

Web Design Teacher (2015-22)

WATG

UX Designer (2014)

Trigger Happy Media

Graphic Designer (2011)

Studio 127

Graphic Designer (2010)

CPA Market

Graphic Design Intern (2007-08)

Technical Skills

Wireframing
Visual & Interaction Design
Design Systems
Prototyping
Product Strategy
Accessibility
HTML / CSS

Education

BFA Graphic Design + Digital Media

Laguna College of Art + Design '13