

Brandon Crooks

Senior Product Designer, Design Systems

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brandoncrooks.com

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Hi, I'm Brandon, A Senior Product Designer with 10+ years leading design teams and building systems that drive conversion and retention across multiple touch-points. I bridge the gap between user needs, creative vision and business goals through data-driven design, experimentation, and research.

Figma work samples: brandoncrooks.com →
Password: 2026

Nowbase, LLC - Bamboo

Senior product Designer – Design Systems
 Nov. 2023 – Jan. 2026

- Led redesign of creator profile and monetization tools, increasing click-through rate by 18% and improving creator retention by 12%.
- Built scalable design system supporting rapid feature launches across web, iOS and Android for 30k+ monthly active users.
- Partnered with leadership to align product roadmap with growth and engagement KPIs.
- Established design system adoption practices that improved design-to-engineering handoff reducing revisions.

Multidisciplinary Designer

Select Clients: Ice Exchange Inc., inHouse, ProductHub
 Dec. 2022 – Nov. 2023

- Designed cross-platform experiences for Ice Exchange, inHouse, and ProductHub, maintaining consistency across multiple devices.
- Managed end-to-end design production, including asset delivery with developer specs, accelerating development.
- Led heuristic evaluations across 3 products, identifying 40+ improvements that reduced end-user task completion time.

Safesite

Senior Product Designer - Design Systems
 Oct. 2021 – Oct. 2022

- Launched Safesite's first design system, reducing design-to-development handoff time by 30%.
- Improved critical safety workflows, increasing task completion rate by 22%.
- Conducted 15+ field interviews with safety experts on construction sites, translating insights into critical product updates.

1-800-Flowers.com

UX Designer & Developer – Team Lead

- Led A/B testing and data-driven design using Optimizely and Google Analytics, identifying friction points across multi-brand portfolio.
- Created unified visual framework for 12+ brands, maintaining distinct identities while ensuring consistent global UX patterns.
- Designed modular component library prioritizing aesthetic flexibility and enabling brand-specific styling without breaking core patterns.

1-800-Flowers.com (Cont.)

Design & Technical Lead – Product Detail Page

Jun. 2019 – Sep. 2021

- Led unmoderated usability testing on navigation flows, identifying and fixing three major friction points within the checkout funnel.
- Designed & launched brand-agnostic PDP design system, enabling rapid UI skinning and deployment across multiple brands.
- Led mobile-first redesign achieving 25% conversion lift and 30% faster load times during Q4 – Q1 peak traffic.
- Optimized page load performance with skeleton loaders, reducing early-page bounce rate by 12% and improving engagement.

Design & Technical Lead – Personalization

Jun. 2019 – Sep. 2021

- Led design and eng. "Recommended for You" modules, driving a 6% increase in cross-sell revenue and average order value.
- Designed a scalable personalization framework, allowing for real-time UI adaptations based on user purchase history and behavior.
- Conducted A/B tests for personalized layouts, identifying high-performing variants that decreased bounce rates by 6%.

Design Systems, Team Lead

Oct. 2018 – Jun. 2021

- Built enterprise design system adopted by 50+ developers, reducing design-to-production cycle time by 10%.
- Established component library with 100+ reusable elements, decreasing UI inconsistencies by 65% across 12-brand portfolio.
- Implemented Design Ops workflows that improved designer-developer handoff efficiency by 50%, eliminating 200+ hours of rework annually.

Critical Mass (Citi Bank)

User Experience Architect

Jun. 2017 – Oct. 2018

- Contributed to global design system for Citi's SMB & Consumer banking platform, designing 40+ components used across web, iOS, and Android.
- Optimized iOS mobile navigation patterns that reduced acct. creation churn by 5%, improving retention for 10m+ monthly active users.
- Designed KYC verification flows that decreased completion time by 10% while maintaining regulatory compliance across multiple markets.
- Facilitated stakeholder workshops and usability testing sessions to validate prototypes.

Education

Art Institute of Ft. Lauderdale
 Broadcast Engineering (BA)
 Summer 2012

Art Institute of New York
 Web Design & Int. Media (AoS)
 Spring 2015

Core Skills

UX/UI Design • Design Systems • Prototyping • User Research • Usability Testing • Data-Driven Design • A/B Testing • Accessibility (WCAG) • Design System Governance

Tools

UI/UX & Design Systems
 Figma • Affinity • Sketch • Adobe CC • FigJam • Miro • Storybook.

Prototyping & Motion
 Figma • Rive • Davinci Resolve • Noodl • ProtoPie • AE • XD • Lottie • Framer • Spline.

Accessibility Testing
 WAVE • Axe • Lighthouse • JAWS • VoiceOver • Color Oracle • Stark.

Research & Strategy
 GAnalytics • Fullstory • Amplitude • Datadog • Hotjar • Mixpanel • UserTesting • Lookback.

Technical
 HTML/CSS • JavaScript • React • Git • VS Code • Chrome DevTools • Lighthouse • Zeplin • Storybook.