






Braden Crumly

Designer & System Thinker

 [Linkedin.com/in/bradencrumly](https://www.linkedin.com/in/bradencrumly)

 bradencrumly@gmail.com

 405-535-2162

 bradencrumlydesign.com

Education

BFA in Visual Communication
University of Oklahoma 2018

Skills

Interaction Design
UX/UI Design
High Fidelity Prototypes
Wire Frames & Sketches
Visual Design
Accessibility Design
User Research & Testing
User Flows

Tools

Figma
Adobe Creative Suite
Sketch
InVision

Front End Languages

HTML
CSS
React (learning)

Interests

Craft! Craft! Craft!
Reading and learning
Exploring new artists and albums
Marvel and DC Lore
Woodworking (still new)

Hi! I'm Braden

I am a Product Designer and Design Systems Lead. With 10+ years of visual and design and 5+ years of UXUI design experience, I obsess over the details to understand deeply, iterate quickly, and validate ideas to find value.

MidFirst Bank

Product Designer II: Design Systems Lead | 2022 - Current

- Leading design systems for multiple regional banking brands and a set of internal tools.
- Designing on a cross-functional team of engineers and product owners to create user-friendly mobile banking applications and efficient internal tools to support the wider org.

Product Designer 2020 – 2021

- Designed for Monifi (2.0) a mobile and web first national neo-bank.
- Implemented NNM Group and accessibility standards into the design process and design systems.

Productive Technologies

Product Designer | 2019 - 2020

- Lead the redesign of the SaaS product PERFEQTA—used by hospitals and blood banks such as MD. Anderson.
- Expanded the feature set from a Blood QA tool to a digital transformation tool to support the compliance needs of organizations regulated by FDA, GMP/GLP/GCP/GxP, ISO, and HIPAA standards.
- Established new visual language and brand expression.
- Clientele doubled post release of the new design.

Driven Analytics

UX/UI Designer and Brand Manager | 2018 - 2019

- Applied research methods and found a product-market fit to reposition Maintain, a vehicle maintenance tracking application.
- Profit was generated for the 1st time in the company's history as a result of the repositioning of Maintain.

NextThought, LLC

Design Intern | 2016 - 2018

- Designed with an internal design team to solve problems for higher education with a suite of retention applications.
- Designed responsive course landing pages and content for the company's LMS.

University Printing Services

Graphic Designer and Photographer | 2012 - 2015

- Designed print-based marketing materials for multiple departments within the University of Oklahoma and non-profits. Captured stock photos of the campus for the print departments' use.