

Brad Shroyer

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SUMMARY

Design engineer with 15+ years of UX depth who ships working software, not just specs. Prototypes directly in production React and TypeScript codebases with Cursor and Claude Code, where AI-assisted building is fast and design judgment is the edge that keeps the output sharp instead of generic. Builds design systems at every scale, from a tokenized library with repo-backed Figma-to-code sync to a component adopted by 300+ designers across AWS. U.S. Army veteran (OIF).

EXPERIENCE

Principal Product Designer, GitKraken

Apr 2025 - Mar 2026 | Scottsdale, AZ

- Prototyped functional features directly in the React, TypeScript, and Electron codebase using Cursor and Claude Code, running the repo locally and pushing branches engineers started from. The merge-conflict prototype shipped largely intact, surfacing animation timing, component feel, and real-data behavior that static mockups could never reveal
- Designed and built MergeMate, a React/TypeScript web app and GitHub Action that auto-resolves merge conflicts and presents resolutions for developer approval, with cross-model confidence scoring and human-in-the-loop review. Treated token cost as a first-class design constraint that directly shaped the UI
- Built a tokenized design system (Token Studio, repo-backed Figma-to-code sync) with hundreds of tokens and ~50 components and contributed directly to design-system code, letting engineers reference one-to-one variable names from Figma and cutting design-to-dev friction
- Built the company's first customer-insight foundation (in-app CSAT, AI feedback loops at ~10K signals/month, 50+ interviews) and self-served Pendo and Amplitude data to shift a feature-factory culture toward stability, with ~40% of negative sentiment tied to bugs and performance

Senior Product Designer, Amazon Web Services

Sep 2022 - Mar 2025 | Remote

- Designed and contributed a reusable CloudScape design-system component that resolved a 4-year-old backlog request, then generalized and published it with the design-systems group for adoption by 40+ teams and ~300 designers across AWS
- Sole designer on Mirador, AWS's internal security-posture platform, consolidating six fragmented tools into one dashboard for thousands of developers (all six retired after rollout) and achieving 4.6/5 task satisfaction in usability testing
- Integrated AI into vulnerability workflows with auto-improving titles, contextual explanations, and dynamic prioritization, and partnered with the Amazon Q team to design conversational security insights for faster remediation

Senior Product Designer, BigBear.ai

Dec 2021 - Aug 2022 | Remote

- Challenged the dashboard paradigm for predictive analytics with a notebook-style interface that generates visualizations and plain-language explanations per query, with confidence scoring built into every response, improving operational decision speed by 20% as measured through NASA-TLX assessments

Principal Product Designer, Find Your Influence

Jul 2018 - Dec 2021 | Scottsdale, AZ

- Led a platform-wide rebuild as sole designer: chose React as the framework, built a design system from scratch across a two-sided marketplace, and designed the full ecosystem including both portals and the corporate marketing site, raising SUS scores from the low 60s to the low 80s

Senior UX Designer, General Dynamics

Oct 2012 - Jul 2018 | Scottsdale, AZ

- Sole UX designer on TAIS for the U.S. Army: ported a legacy Linux app to an Electron/Angular thin client, raising SUS from 68 to 83 with 100% task completion across five rounds of field testing. Helped grow the UX group from 7 to ~30, mentoring designers and creating its visual identity and style guide
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EDUCATION & CERTIFICATIONS

B.S. Graphic Design, Pennsylvania College of Technology

Certified LUMA Instructor (Human-Centered Design), LUMA Institute

SKILLS

React, TypeScript, JavaScript, HTML, CSS, Electron, Tailwind, Vite, Cursor, Claude Code, prototyping in production codebases, Figma, Token Studio, design tokens, Figma-to-code sync, design systems, interaction and animation craft, AI feature design, cross-model confidence scoring, Pendo, Amplitude, analytics instrumentation, performance-focused UX, accessibility (WCAG), moderated usability testing, SUS, NASA-TLX, graphic design (layout, typography, color)