# Brett Anderson (714) 276-4381 Anaheim, CA

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Senior product designer with 10+ years designing data-heavy enterprise SaaS applications and building design systems at scale. Led end-to-end design for 0-1 accessible product serving 1,800+ users, built design library adopted across 15+ applications at Kroger, and pioneered AI-accelerated workflows using Claude Code to rapidly prototype and validate complex features.

## EXPERIENCE

### Kroger | Senior Product Designer
08/2022-09/2025

- Built enterprise data visualization library and standards adopted across 15+ applications to improve consistency and readability of complex metrics.
- Led product card unification initiative standardizing information hierarchy across tools.
- Designed unified dashboard consolidating 8+ systems using accessibility best practices and WCAG standards.

### Kivo Health | Founding Product Designer
06/2022-06/2024

- Designed 0-1 accessible iPad/iOS app for 1,800+ elderly patients, contributing to 32K successful session joins through iterative, user-centered design.
- Conducted user research and iterated flows based on data, reducing support calls and improving session completion rates.
- Redesigned patient kit using visual hierarchy and information design principles, reducing setup confusion and improving program adherence metrics.

### Side, Inc. | Senior Product Designer
04/2021-06/2022

- Designed and shipped productivity features on website platform used by 160+ partners, working cross-functionally with PMs and engineers.
- Led weekly design-engineering syncs for product design system, aligning on component creation and roadmap planning.
- Provided accessibility guidelines and partnerships to support WCAG compliance.

### KWALL | Senior Visual Designer
11/2011-03/2021

- Designed 180+ web and mobile experiences while managing relationships with 65+ clients, developing strong presentation and storytelling skills for pitching design concepts.
- Mentored junior designers, contributing to collaborative design culture and quality standards.

## SKILLS

Figma, AI-Powered Tools (Claude Code), Product Design, Design Systems, Data Visualization, User Research, Interaction Design, Strategic Thinking, Visual Design, Prototyping, Wireframing, Usability Testing, Data Analysis, Product Strategy, Accessibility, HTML, CSS, React, Mentorship, Stakeholder Collaboration, 0-1 Product Development

## EDUCATION

**BFA Graphic Design + Digital Media**
Laguna College of Art + Design