

Brett Anderson

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Senior product designer guiding cross-functional teams through complex product challenges from concept to scale. Building design systems and user-centered experiences that drive measurable business outcomes.

EXPERIENCE



Senior Product Designer - Kroger

2022 — 2025

- Designed unified dashboard for supply chain associates, eliminating app-switching between 8+ systems and reducing task completion time.
- Built enterprise data visualization library and standards across 15+ applications.
- Led product card unification project that standardized information hierarchy across all supply chain tools.



Product Designer - Kivo Health

2022 — 2024

- Designed 0 to 1 accessible iOS iPad telehealth app for 1,800+ elderly patients, achieving 32k successful session joins.
- Conducted user research with elderly patients, identifying onboarding friction points that informed design iterations reducing support calls and improving session completion rates.
- Redesigned patient kit packaging experience, reducing setup confusion and improving program adherence through clearer device organization and instructional hierarchy.



Senior Product Designer - Side Inc.

2021 — 2022

- Designed and shipped multiple productivity and style features for the website platform which is used by 160+ Side partners.
- Led weekly design-engineering syncs on Side's full product design system focused on component creation, and roadmap planning.
- Built collaborative relationships with PMs, Engineers, Researchers, and Real Estate partners to gather feedback and product insights.



Senior Visual Designer - Kwall

2011 — 2021

- Improved website mobile usage for Oxy College 24% & Bridgewater State 56%.
- Mentored junior designers while managing relationships with 65+ clients.
- Designed 180+ 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.

SKILLS

Product Design, Visual Design, Interaction Design, AI, Design Systems, Wireframing, Prototyping, Product Strategy, Accessibility, HTML, CSS, React, iOS, Swift, Storybook, Figma, User Research

EDUCATION

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