

# Brandon Lipnitzky

[brandonlipnitzky@gmail.com](mailto:brandonlipnitzky@gmail.com) | (847) 757-6933 | Portfolio: [brandonlipnitzky.com](https://brandonlipnitzky.com) | [LinkedIn](#)

---

## SUMMARY

---

I am a UX Designer whose number one goal is to eliminate customer frustration and transformatively increase user satisfaction. Throughout my career, I have worked on several projects, creating and enhancing user experiences and interfaces. I thrive in a collaborative, fast-paced environment, and I am not afraid to work on multiple projects or across multiple teams.

## EXPERIENCE

---

### Alpha Omega Integration | Software Designer | January 2025 - Present

- **UX Strategy & Design Leadership**  
Contributed to and executed the overarching UX vision across federal accounts; aided in direction of design team operations, advocated user-centric methodologies, and aligned cross-functional project roadmaps with PMs and department leads.
- **Web Modernization & Architecture**  
Led comprehensive UI/UX redesigns for the SAMHSA Homepage, Library, News, and Digital Toolkit experiences, delivering high-fidelity interactive prototypes and overseeing front-end development.
- **Data Analytics & Insights**  
Appointed Analytics Lead for SAMHSA Data and Data Tools platforms; analyzed and presented monthly metrics spanning millions of impressions and hundreds of thousands of views to guide client decision-making.
- **AI-First Workflow Innovation**  
Spearheaded AI-first design strategy by introducing Figma Make to automatically generate production-ready component code, seamlessly bridging tokenized UI systems with Storybook to accelerate developer handoff and frontend delivery.
- **AI Search Innovation**  
Designed the end-to-end UX/UI for the first government-hosted Retrieval-Augmented Generation (RAG) AI search tool, setting a new precedent for federal search architecture.
- **Research & Data Driven Design**  
Directed research and IA modernization for the SAMHSA Data site and Interactive Reports Library, conducting direct client research to improve usability while adhering strictly to federal 508 compliance standards.

### SeKON Enterprise | UX/UI Designer | March 2023 - January 2025

- **Data Visualization & Interaction Design**  
Designed a new interactive Grants Dashboard Awards Map and dashboard in an agile environment, enabling stakeholders to instantly filter state-level funding data and high-level summaries visually, for an audience of 20,000 - 40,000 monthly users
- **Design Systems & Engineering**  
Built SAMHSA's foundational Figma Design System, creating responsive component variants and tokenized variable libraries (typography, color, spacing, breakpoints) integrated directly into the codebase via JSON export and Git workflows.
- **Accessibility & Navigation**

Engineered an interactive, responsive Mega Menu for SAMHSA.gov adhering to strict WCAG 2.1 AA and Section 508 accessibility guidelines through iterative user testing.

- **Conversational UI & Rebranding**

Conceptualized and designed the conversational UI/UX for an enterprise AI chatbot on SAMHSA.gov and authored storyboard templates for full-scale brand and site redesigns.

**Freelance UX/UI Designer** | November 2020 - May 2025

- **MediConnect** - *Creating an all-in-one solution for personal healthcare management.*
  - Conducted research to identify core needs including centralized access, appointment management, and provider messaging.
  - Translated user insights and terminology into clear design priorities and intuitive platform nomenclature.
  - Designed an end-to-end appointment scheduling flow using journey maps created in JourneyTrack.
  - Applied UX/UI best practices to build a seamless medical platform that encourages patient involvement and maximizes ease of use.
- **TradeLucid.com** - *Designing an online stock charting and trading web app.*
  - Worked with a developer to create the first free online charting platform which allows multiple chart layouts for various financial instruments within a single browser window.
  - Provided designs and UX guidance to developers to be used as the basis for creating the platform with React Bootstrap.
  - Created a high-fidelity prototype for desktop and mobile app charting and order placement and processing.
- **Generac Power Systems** - *Redesigning an employee purchase e-commerce portal.*
  - Worked on a team to ideate, sketch, and prototype a completely new UX and UI for the online Generac Employee Purchase Experience (GEPE) e-commerce style portal.
  - Conducted user interviews with past and present portal users.
  - Analyzed acquired data and created personas based on existing user base.
  - Sought and implemented feedback from product users into a new iteration of the prototype.
- **The FIT Institute** - *Performing SEO audit and website design.*
  - Facilitated Search Engine Optimization Analysis and web redesign.
  - Performed in-depth SEO analysis using Screaming Frog, Google Analytics, and Schema.org SEO tools.
  - Delivered a thorough audit in an easily interpretable manner, suggesting immediate fixes to client.
  - Created high-fidelity mockups of redesigned pages in Adobe XD.
- **Blue Ear Books Publishing** - *Restructuring information architecture and website design.*
  - Created a new content structure in order to optimize information architecture of the website.
  - Produced high-fidelity mockups of website in Adobe XD as part of a design team.
  - Revised several pages of copy, images, and menus in order to improve readability, visual communication, and accessibility of the website.
- **Purely Jobs** - *Designing a complete job search and networking platform for mobile and desktop.*
  - Created a fully functional mockup of a job searching website as part of a team of designers.
  - Adopted mockups to a mobile platform with a focus on interaction design.

- Devised a UI to allow like-minded applicants to both apply to jobs and interact with one another on a single platform.

## EDUCATION

---

**B.S. UX Design, Minor in Psychology** | Milwaukee School of Engineering | Dean's List and Honor Roll

## CERTIFICATIONS

---

**Meta Certified Front-End Developer** | Meta

## SKILLS

---

- |                              |                            |                         |
|------------------------------|----------------------------|-------------------------|
| ▪ Adobe Illustrator          | ▪ Google Analytics         | ▪ React                 |
| ▪ Adobe XD                   | ▪ Generative AI            | ▪ Screaming Frog SEO    |
| ▪ Atlassian                  | ▪ High-fidelity mockups    | ▪ Slack & Remote Teams  |
| ▪ Balsamiq                   | ▪ HTML                     | ▪ Survey Creation       |
| ▪ Card Sorting               | ▪ Interactive prototypes   | ▪ Usability Testing     |
| ▪ Conducting User Interviews | ▪ Javascript               | ▪ User Stories/Research |
| ▪ Data Visualization         | ▪ Journey Mapping          | ▪ Web Development       |
| ▪ Design Thinking            | ▪ Personas                 | ▪ Wireframing/Sketching |
| ▪ Figma                      | ▪ Rapid Prototyping & POCs |                         |

## INTERESTS

---

- Trading and finance
- Classic vehicle restoration
- Horology and timepiece design