Brian Heller

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Senior Product Designer | Design System Specialist | 9+ Years Cross-Disciplinary Experience

Senior Product Designer with 9+ years of experience in UI/UX design, design systems, prototyping, and user-centered strategy. Skilled at simplifying complex workflows into scalable solutions that cut development time, improve product consistency, and enhance user engagement.

Skills

Figma (Design+Dev Mode), Design Systems, Prototyping, Interaction Design, Visual Design, UI/UX Design, Wireframing, Motion Design, User Research, DesignOps, Cross-Functional Collaboration, Workshop Facilitation, Project Management, Adobe Creative Suite, Architectural and Spatial Thinking

Experience

Senior Product Designer, Design Systems   *Lutron Electronics   Coopersburg, Pa   06/2025 - Present*

- Continued ownership of Design System using AI to help govern and streamline updates.
- Increased responsibility owning projects, aligning with stakeholders, and improving team processes.

Product Designer   *Lutron Electronics   Coopersburg, Pa   10/2022 - 06/2025*

- Cut development time by 75% by designing and launching Tenzing, a scalable design system now used across web and mobile platforms..
- Reduced handoff errors and time-to-market by streamlining design-to-development workflows in close collaboration with engineering and product teams.
- Supported sales and marketing teams with high-fidelity prototypes. Used by over 70 sales rep with 0 error. Directly contributing to improved client engagement and higher conversion rates.
- Increased cross-functional collaboration and design consistency by leading Figma workshops and championing the adoption of Figma Dev Mode company-wide.
- Created and launched Lutron Design Challenge, a cross-team initiative that raised the bar for internal innovation and team visibility.

Experience Designer & Assistant Manager   *Framebridge   New York, NY   11/2020 - 10/2022*

- Helped build and manage the 3 highest-grossing locations nationwide, through team mentorship, improved process efficiency, and hands-on customer service.
- Led in-store design experience, using visual storytelling and iteration to increase customer satisfaction and retention.

Project Manager   *Caleb Linville Architect   New York, NY   05/2019 - 12/2019*

- Acted as lead collaborator across clients, contractors, and consultants, maintaining momentum and alignment on multiple high-end residential projects.
- Delivered presentations to zoning boards and stakeholders, helping projects navigate approval processes smoothly.
- Drove projects through all design phases, from concept to construction, ensuring on-time delivery aligned with client goals.

Architectural Designer, Design Systems   *DXA Studio   New York, NY   06/2016 - 05/2019*

- Created and maintained a firm-wide design system with 75+ reusable components, improving documentation speed and drawing consistency.
- Led firm-wide workshops on model-making and systems thinking, boosting junior designer confidence and efficiency.
- Designed two 20-story buildings in Manhattan, owning the process from design development through construction documentation.

Education

Bachelors Degree in Architecture	UI/UX Design Certification
Virginia Tech 2011-2016	*Career Foundry 2020-2021*