

BRANDYN AUSICH

Senior UI / Visual Designer

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Senior UI Designer based in Chicago with 8+ years of experience designing scalable, accessible, high-fidelity interfaces for complex products across native and web platforms. My background in graphic design and studio art gives me a strong visual lens, while my experience spans design systems, enterprise UI, and cross-functional product work. I create cohesive digital experiences that feel a little less mechanical and a lot more human.

Experience

U.S. Bank

Senior Visual Designer | 2022 - 2026

- Owned and evolved Smart Assistant Native design system and component library, supporting scalable enterprise UI
- Built core components (lists, rates, search, partner cards) and drove system-wide updates
- Major initiatives: Money Brief, Transfers, Rewards, Predictive Search, and Card Lock
- Applied library components to outdated third-party credit card smart help chat
- Worked with core team on brand updates
- Partnered cross-functionally to scale accessible enterprise UI across native & responsive web platforms
- Applied WCAG and accessibility best practices across native UI components

United Airlines

Senior Visual Designer | 2021 - 2022

- Contributed to United's enterprise design system used across internal platforms
- Led migration of design library from Sketch to Figma, improving collaboration and scalability
- Created digital airport signage deployed across major U.S. airports including O'Hare, Denver, and San Francisco
- Documented components and patterns in Zeroheight and Figma

Skills

Design: UX/UI, Design Systems, Style Guides, WCAG, Responsive Web, iOS & Material Design

Education

Deque University

Accessibility & WCAG Certifications

SAIC

Graphic Design Certificate

Ace Hardware

Associate Visual Designer | 2020 - 2021

- Established design system standards for Ace's e-commerce platform
- Designed key user flows including account, cart, checkout, and product search
- Contributed to broader e-commerce redesign that executives cited alongside \$1B+ in revenue

United Airlines

Associate Visual Designer | 2019 - 2020

- Contributed to United's mobile app redesign on the Mobile App and Notifications teams
- Designed key user flows used by millions of passengers, including CLEAR integration, in-app customs forms for U.S. Customs and Border Protection (CBP), baggage and pet tracking, and flight status
- Created supporting designs for gate kiosks, email templates, and an internal employee-facing application (RAVEN)

Nielsen

UX / Visual Designer | 2018 - 2019

- Designed UI standards and components across Nielsen's Connected System
- Created application UI, icons, and pattern libraries for enterprise software

Tools: Figma, Sketch, Axure, Proto.io, InVision, Zeroheight, Webflow, and Adobe Creative Cloud

Lake Forest College

BA Communication

Minors: Writing and Print & Digital Publishing