BRENDAN BROWN

PRODUCT DESIGNER · DESIGN ENGINEER

- **Open to design engineer, product designer and product manager roles**
- US citizen based in Amsterdam · European time zones
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SUMMARY

Product designer, 11 years, most of it in regulated fintech: mortgage, credit, payments. Trained first as a mechanical engineer, and now designing *and building* consumer iOS apps end-to-end, with three on the App Store and two more in development.

How I work: AI tools run my process. Claude and Gemini across research, ideation, prototyping and documentation, and AI coding agents writing code under my direction: I set the spec, review the UX and design, run manual and automated QA, and decide what ships.

EXPERIENCE

CHANNEL22 *Founder, Product & Engineering* 2025–PRESENT

My independent product studio. Three iOS apps live on the App Store in a year, two more in development.

- **30% download-to-paid** on Cardy, by rebuilding onboarding as a guided proof of the product's own reasoning rather than a feature tour.
- Built all of **Cardy**: iOS and web apps, marketing and admin sites, social automation, a teleprompter app.
- Built **Sniffit** and **Who2see** solo, end-to-end in SwiftUI, Expo / React Native, Next.js API routes, Supabase and RevenueCat, and shipped both to the App Store. Sniffit helped earn **$4K+ in flipping profit** in six months.
- Sole design and engineering resource across all three: design systems, native and web architecture, store submission and review, and subscription billing.

ATHLYTIC *Product Design Lead* 2022–2025

NIL marketing platform for brands and college athletes. Led design across brand tools, athlete tools and internal operations, and led the team with direct reports. About **$150K of brand deals** ran through the platform.

- **5–10% reply rate** on cold brand outreach, from templates that embedded each athlete's own analytics into the email and kept the thread where a reply would be seen.
- Led the team with a couple of direct reports: planning, development, QA and show-and-tell; coached a user researcher through usability testing.

ROCKET HOMES *Senior Product Designer* 2020–2022

Home search across responsive web and native app: search, map, listings, credit, and iOS home-screen widgets.

- Designed the user-facing side of a **Vantage → FICO** score migration: a number people had watched for a year moving for no reason they caused. Pre-launch and launch comms, in-app explainer, dashboard redesign, and a five-state gauge system that outlived the migration and went into the design system.
- Designed the home affordability calculator into the whole product: your range overlays the price filter in search, and every home shows where it sits on your scale.

ROCKET MORTGAGE (QUICKEN LOANS) *UX Designer* 2018–2020

- **Pre-sign-in rebuild, 2019.** Redesigned with PMs and content strategy for the Information Seeker: first-time buyers, 80% of new accounts. Purchase sales page **+16%** visit-to-application-start (34.2% → 39.8%), at the largest mortgage lender in the US; refinance **+7.5%** (20% → 21.5%); homepage **+19%**.
- **52% vs 48%** conversion to credit from the Info Seeker path, which asked where someone was in the buying process and returned a resource dashboard instead of an application form: leads without demanding an application up front.
- Designed asset upload in the application, part of a multi-team effort with bankers coaching clients through adding assets: purchase allocations with an approval letter **+37%** (19% → 26%); clients clicking to be approved after seeing a solution **+46%** (48% → 70%).

- Helped originate asking for App Store reviews after positive moments in the app: iOS rating **3.2 → 4.8** stars, visit-to-download **+50%** (48% → 72%).
- **Rocket Rebrand, 2018–19.** Four sibling brands rebranded at once alongside Lippincott and Metalabs. Built the rebranded Sketch component library, shipped it with the Spark design-system team, and applied it across responsive web, iOS and Android with several development teams.

QUICKEN LOANS *UX Designer, Internal Applications* 2015–2018

- Introduced a user-centered design process to a team that had none, on an Agile Scrum team working directly with stakeholders and users.
- Designed an internal team-member development application, and a web tool that moved thousands of employees between Detroit parking garages.

SKILLS & TOOLS

DESIGN

End-to-end product design · UI and visual design · Design systems and multi-brand component libraries · User research, usability testing and heuristic evaluation · Prototyping and motion · Product strategy · Creative direction · Leading a team: planning, QA and show-and-tell

DOMAIN

Regulated fintech: mortgage, credit scoring, payments · Trust and risk-aware UX · Bitcoin, Lightning and self-custody · Marketplaces and creator marketing

BUILD

SwiftUI · Expo / React Native · Next.js · Supabase · Turso · Core ML and Vision · Vision and LLM pipelines (Claude, Gemini, GPT-4o) · structured output and schema-constrained extraction · evals, shadow A/B and regression baselines · prompt versioning and model routing · retrieval and relevance ranking · Claude Code (agentic build) · MCP setup · Manual and automated QA · App Store release and subscription billing (RevenueCat)

TOOLS

Figma · Xcode · Sketch · Framer · Principle · InVision · Apple Search Ads · Meta Ads

EDUCATION & CREDENTIALS

M.S. Engineering, Product Design specialty
University of Colorado Boulder · 2014

B.S. Mechanical Engineering
Michigan State University · 2012

UX Certification
Nielsen Norman Group · 2016

U.S. Design Patent
2014