



Braden Frazer

UX Engineer, Design Engineer

Dallas, TX

bradenfrazer.com

(281) 909-7514

bradenfrazer@gmail.com

ABOUT

Frontend UX engineer with 6+ years of experience and a blended skillset between creative and technical. Passionate about fusing the gap between design and code by building design systems and component libraries. Experienced with SaaS, e-commerce, marketing, and templated CMS sites.

EXPERIENCE

OneSignal

Design Engineer • November 2024 - Present

- Collaborating with designers to develop and maintain OneSignal's design system, "Beam".
- Partnering with engineers to implement components and add UI polish to our product.
- Creating prototypes and tools to help us move faster at both product discovery and execution.

Thesis

UX Engineer • April 2024 - November 2024

- Architected the new website frontend and component library in React, implementing a refreshed design system and style guide site-wide.
- Generated \$1M+ in revenue through building 4-5 conversion rate optimization (CRO) A/B tests monthly.
- Led frontend development on a reimagined product quiz experience, resulting in a 24.2% increase in CVR.

Baylor Scott & White Health (Contract)

Front End Developer (Brand) • January 2024 - April 2024

- Analyzed and improved UI/UX across BSWH public-facing websites, ensuring adherence to brand standards and the internal design system.

Dropps

UX Engineer • April 2022 - August 2023

- Backed design and 50+ A/B test initiatives with formal UX studies from Baymard and Nielsen Norman Group.
- Systematized the design pattern library in code using Tailwind CSS and configured design tools.
- Converted low-fidelity designs into production code for new website features as the lead frontend engineer.

Proton.ai

Frontend Engineer • May 2021 - March 2022

Gannett | USA TODAY NETWORK

Web Developer • March 2018 – May 2021

EDUCATION

Texas A&M University

Bachelor of Science in Computer Science • 2012 – 2017

Minored in Art and Mathematics. Graduated Cum Laude.

PROJECTS

Wonder Design System

Design System • Figma

A colorful, comic-like design system, inspired by Nintendo's hit 2023 video game 'Super Mario Wonder', and tailored to my own personal portfolio and brand.

Thesis UX Brief

UX Documentation • React, Tailwind CSS, Figma

A brief that highlights UX work I performed during my time at Thesis. It covers design system work, some components built, A/B tests ran, and other UI improvements.

Nintendle

Word Guessing Game • React, Tailwind CSS, Zustand

Nintendle is a Wordle clone with an emphasis on Nintendo-themed solutions. The dictionary of solutions was curated by hand and includes a variety of Nintendo characters, themes, locations, and concepts.

Weathrr

Weather App • React, Tailwind CSS, OpenWeatherMap API

Weather conditions app built in React. The current temperature, humidity, pressure, wind speed, and conditions are pulled from OpenWeatherMap's API.

SKILLS

UI/UX

- Figma
- Design Systems
- A/B Testing
- Storybook
- Component Libraries
- WCAG / Accessibility

Languages & Tech

- HTML
- CSS
- SCSS
- Tailwind CSS
- JavaScript
- TypeScript
- React
- REST APIs
- Git

Other

- Photoshop
- Illustrator
- Photography
- Video Editing