🧑‍🦳 Brandon Oxendine

Designer and design manager with over a decade of experience working in technology. I love building great products and enabling teams to do their best work.

I write occasionally about design, leadership, and technology on my blog.

My portfolio is here brandonoxendine.com.

ONLINE

linkedin.com/in/brandonhaslegs
github.com/brandonhaslegs
figma.com/@brandonhaslegs
x.com/brandonhaslegs
instagram.com/brandonhaslegs

CONTACT

brandon.oxendine@gmail.com
+49 172 620 9810

SKILLS

User Experience Design, Visual Design, Branding, Illustration, Web Design, iOS & Android Apps, Copywriting, Prototyping, HTML, CSS, Team Leadership, Roadmapping, Hiring, Mentorship

TOOLS

Figma, VS Code, Git, GitHub, Notion

EDUCATION

Winthrop University May 2010
Bachelor of Fine Arts
Visual Communication Design

LANGUAGES

English (Native)
German (Fluent)

Drips — Product & Brand Designer — 2021 - NOW

- 💧 Designed a money-streaming app
- 🧱 Launched Drip Lists, letting users curate fundable lists of eth addresses or GitHub projects
- 🌍 Launched dependency funding, letting maintainers claim or redirect funds to dependencies
- 👀 Designed and built a microsite explaining Continuous Dependency Funding (CDF)
- 🧩 Developed a unique product style and built a robust design system
- 🖥 Designed an engaging, fun, and informative marketing site

View the app

Radworks — Brand Designer — 2022 - NOW

- 🌱 Designed a brand for the umbrella DAO that funds Radicle and Drips
- 🖥 Designed a fun marketing site and launch materials
- 🎎 Part of the core team nurturing the community of an open source project

Check out the website

Radicle — Product & Brand Designer — 2020 - 2022

- 🟣 Designed Radicle Upstream, a peer-to-peer desktop app for code collaboration
- 🚧 Contributed code regularly in the form of overall visual refinements
- 🖼 Developed an evolving Figma design system into easy to use components
- 🆒 Established the Radicle brand to be coherent for ordinary people, while still cool and nerdy
- 🖥 Designed and built many marketing sites

View the full case study

Migaku — Visual Designer — 2022 - 2023

- 🐱 Designed the visual design for a revolutionary language learning app
- 💪 Established an extensive and well organized design system on Figma
- 🖥 Designed a detailed and immersive website full of audience-appropriate illustrations
- 🎨 Worked closely with an illustrator to define a super fun illustration style for the brand

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Grover — Head of Product Design — 2017 - 2020

- 👥 Led a team of product designers and user researchers
- 🛴 Designed and built grovergo.com (Germany's first scooter sharing program)
- 🏛 Led weekly design critiques to keep the product and brand team in sync
- 📈 Optimized the product details page for conversion and growth
- 💜 Created an icon set that was on brand, ownable, and extendable
- 🗂 Built the Sonntag Design System, helping the team work efficiently with engineering
- 🖼 Developed and tracked quarterly goals for the design team

View the full case study

Fuzzco — Design Director — 2013 - 2016

- 🤝 Managed a close-knit, fast-paced team of designers and developers across 3 time zones
- 🔍 Meticulous QA of all brand systems, websites, and print materials for technical perfection
- 🚀 Launched new Fuzzco.com including very flexible case study system
- 🔠 Introduced a program for designing and releasing typefaces, now pretendfoundry.com
- 😳 Managed up to 30 projects at a time, working with project managers and clients
- 💬 Translated critical feedback from founders to designers and developers
- 🏢 Led creation, design and extension of large and small brands

Google — Product Designer — 2012 - 2013

- 🚀 Launched a redesign of the Google Profile
- 📱 Designed feature that showed your location, photos, and posts in a single timeline

Designkitchen — Designer — 2011 - 2012

- 🏙 Worked on interactive campaigns and advertising campaigns for large brands

Fuzzco — Designer — 2010 - 2011

- 🌷 Designed brand systems and websites for many small and large brands