

Julie Bradley

PRODUCT DESIGN LEAD (DESIGN SYSTEMS)

Product Designer specializing in Design Systems, accessibility, and scalable UI/UX foundations. 7+ years of experience delivering cohesive UI/UX across technology, entertainment, education, and marketing. At Zinnia, I built and lead our enterprise design system, Bloom, as its sole owner, while partnering with product teams to ensure design standards and patterns are consistently applied across the admin and user portal experiences powering our flagship products.

Experience

Product Design Lead (Design Systems)

Zinnia | Remote | Technology | Full-time | 4/22-Present (4+ years)

Product Design Lead (Design Systems) | 7/25 - Present

- Own the end-to-end strategy, architecture, and governance of Zinnia's global design system, Bloom, including visual foundations, tokens, components, and documentation, as the sole owner across the organization.
- Build scalable UI patterns and multi-brand design tokens that drive consistency, accessibility, and efficiency across products.
- Coordinate design-to-code alignment with front-end engineering through structured workflows, including Jira ticket creation, participation in sprint estimation calls, and a dedicated cross-functional communication channel, to support component implementation and technical feasibility discussions.
- Maintain Figma libraries and self-serve resources that reduce design debt and accelerate delivery.
- Champion accessibility and WCAG compliance throughout system foundations and component design.
- Serve as the primary point of contact for design system adoption across product teams, providing direct, on-demand guidance as teams integrate components into their workflows; previously led onboarding workshops to establish foundational best practices.
- Continuously audit and evolve the system using feedback, analytics, and emerging best practices.

Senior Product Designer (Design Systems) | 4/22 - 7/25

- Founded and built Zinnia's enterprise design system, Bloom, from the ground up, establishing visual foundations, token architecture, and initial component libraries for a previously fragmented product UI landscape.
- Architected early UI patterns and multi-brand design tokens to bring consistency and efficiency across product teams.
- Embedded accessibility and WCAG compliance into system foundations from the outset.
- Built the first Figma libraries and documentation practices that became the foundation for org-wide self-serve adoption.
- Led early onboarding and workshops to introduce the design system and establish initial adoption across product teams.
- Promoted to Product Design Lead (Design Systems) in July 2025 in recognition of building and scaling the system as its sole owner.

UI Designer

Basis Technologies | Remote | Contract | 8/21-10/21, 4/22, 11/22-2/23 (Intermittent)

- Iterated design concepts through wireframes, user flows, prototypes, and high-fidelity mockups.
- Designed a fluid information architecture as part of a full company rebrand.
- Collaborated with teammates to refine concepts and implement feedback into final UI.
- Created page-level UI aligned with the new style guide while meeting WCAG accessibility standards.

Contact

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 [/IN/JULIEBRADLEY93](https://www.linkedin.com/in/juliebradley93)

Skillset

DESIGN SYSTEMS STRATEGY & GOVERNANCE

DESIGN-TO-CODE COLLABORATION (AI-ASSISTED)

COMPONENT ARCHITECTURE

DESIGN TOKENS & MODES

WHITE-LABEL THEMING

UI UX & PRODUCT DESIGN

ACCESSIBILITY (WCAG)

PROTOTYPING

DESIGN OPS

Tools

FIGMA (ENTERPRISE)

STORYBOOK / CHROMATIC

JIRA / CONFLUENCE

VS CODE

GITHUB

CLAUDE

Soft Skills

CROSS-FUNCTIONAL LEADERSHIP

INFLUENCE WITHOUT AUTHORITY

EDUCATION AS LIFESTYLE

EFFICIENCY DRIVEN

RESPECTFULLY OBSERVANT

ENDLESSLY CURIOUS

AUTONOMOUS

EMPATHETIC

ADAPTABLE

Education

AUG 11 - APR 16

B.A.S. In Digital Media
FSCJ

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Experience

Sr. UI/UX Designer (VR)

Synodic Arc LLC. | Remote | Technology | Contract | 2/22-7/22 (5 months)

- Defined the visual direction and interaction models for the game’s front-end UI/UX in Virtual Reality.
- Led design from sketches and wireframes through prototypes and final in-engine assets.
- Collaborated with VR engineers and developers to ensure intuitive, immersive user experiences.
- Supported cross-functional teams in building accessible, seamless UI and interaction patterns.
- Developed alternative UX solutions for complex interactive behaviors.
- Uploaded design elements into Unity and implemented functional interactions.

Sr. UI/UX Designer

Merkle Inc. | Remote | Technology | Contract | 10/21-3/22 (5 months)

National Mobile App

- Applied modern UX principles and methodologies to design mobile applications.
- Produced personas, journey maps, workflows, prototypes, interaction models, and functional specs.
- Researched and incorporated usability best practices throughout the design process.
- Developed user-centered design strategies to support product goals and team decision-making.

Vanguard IIG

- Delivered intuitive dashboard interfaces to improve customer experience.
- Built interactive prototypes that translated seamlessly into final deliverables.
- Defined and executed design strategies aligned with business needs and client objectives.
- Partnered with UI/UX teammates to present concepts to clients, account leads, and developers.

Visual Designer

VeenaViera Visuals LLC | Remote | Freelance | 7/18-7/23 (5 years)

- Created unique brand identities and marketing assets for a range of clients.
- Designed logos, icon sets, style guides, marketing materials, motion graphics, and illustrations.
- Led client communication to ensure clarity, alignment, and satisfaction.
- Oversaw the full design process from concept to prototype to final delivery.
- Researched contemporary trends and principles in brand and UI design.

UI Designer

Family Reach | Remote | Contract | 6/21-12/21 (6 months)

- Designed responsive wireframes and new page layouts focused on clarity and usability.
- Expanded the design system with components, templates, iconography, hero graphics, and social assets.
- Optimized designs for WCAG accessibility compliance.
- Worked independently while managing multiple deadlines and fast-moving project scopes.

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