


# Brad Sant

## Product Design Leader



### EXPERIENCE

#### Senior Product Designer

 Snowflake

Jan 2023 - Present - 1 yr, San Mateo CA

Leading design for UI Platform & Core UX. Overhauling global navigation, notifications system, and system-wide horizontal patterns. Shaping future vision for Snowflake's suite of data cloud products.

#### Sr Product Designer → Design Manager

 Meta Reality Labs

Jun 2021 - Jan 2023 - 1 yr 10 mos, Menlo Park & SLC (remote)

Expert & Lead Designer for Assistant sharing across all Reality Labs devices. Promoted to manage a team of Product & Conversation Designers. Responsible for team performance, resource allocation, project prioritization, and building a culture of design excellence.

#### Senior Product Designer

 Facebook

Jun 2018 - Jun 2021 - 3 yrs 1 mo, Menlo Park

Built highly visible core product experiences for creation & sharing on News Feed, Reels, Stories (0-1) and Messenger Rooms as a leadership-focused Senior Product Designer.

#### UX Designer

 Issuu

Nov 2016 - Jun 2018 - 1 yr 8 mos, Palo Alto & Copenhagen

Part of a small international design team focused on making magazines easy to consume on a mobile phone. Pioneered a stories-like format for consuming individual articles and enhancing navigation for smartphone users.

#### UI/UX Designer

 Big Monocle

Jan 2015 - Oct 2016 - 1 yr 10 mos, Redwood City CA

Lead UX research and digital design at full-stack creative agency. Worked with growing startups & Fortune 50 brands to build successful brand experiences.

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CA Bay Area

### Education

BA in Design

BYU-Idaho, 2009-2014

### Industry Knowledge

Product Design Mgmt

User Interface Design

User Experience Design

Interaction Design

Wireframing

Rapid Prototyping

Design Research

### Tools & Technologies

Figma, Sketch, Principle,

Protopie, Adobe Premiere

Pro, Final Cut Pro, Keynote,

Adobe Suite, Google Suite

### Other Skills

Photography, Podcasting,

Writing, HTML & CSS

### Interests

Mountain Biking, Jazz Music,

Automotive, Neuroscience

### Social

bradsant.com

linkedin.com/in/bradsant

bradsant.medium.com

bradrachel.com