

SEAN BRADY

Staff Product Designer

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SUMMARY

Staff Product Designer with 15+ years building B2B developer products at scale. I'm the sole designer for Docker Hub and Docker Hardened Images, one of the world's largest developer ecosystems. I partner across multiple PMs, run zero-to-one product bets, and set design direction across teams. These days I design more in AI than in Figma. My daily workflow runs through Claude Code in the terminal, multi-agent orchestration, and MCP servers. I prototype in React and ship through Git, the same tools as the developers I design for.

SKILLS

Design Tools: Claude Code in the terminal, Figma (Auto Layout, Variables, Dev Mode, FigJam), Adobe Illustrator

AI-Augmented Workflow: Claude Code, multi-agent orchestration, sandboxed agent environments, MCP server development, AI-assisted research synthesis, prompt engineering

Prototyping & Code: React, Vite, Next.js, TypeScript, coded prototypes, Git/GitHub, Docker, terminal-first workflows

Discovery & Research: Customer interviews, Jobs-to-be-Done, IA, usability testing, opportunity mapping, persona development

Analytics: Sigma, funnel analysis, data-informed decision-making, A/B testing

Cross-Functional Leadership: Executive presentations, design reviews, stakeholder alignment, roadmap influence, product strategy

Accessibility: WCAG 2.2 AA

EXPERIENCE

Staff Product Designer · Docker Nov 2022 – Present · Remote

Sole designer for Docker Hub and Docker Hardened Images. Hub is one of the world's largest container registries. I partner across multiple PMs and set design direction for the DHI Developer Experience and Hub Experience teams.

- Led Docker Hardened Images (DHI) from zero to launch as its sole designer. Defined the mirroring flow, discovery UX, and visual identity. The median org now mirrors and pulls its first image on day one (~50% trial-to-activation), and ~80% of orgs that customize an image go on to deploy it.
- Spotted a stepper blocking self-serve activation. Built the case with Sigma data (0.45% CTR across 374,701 views), got it removed across teams, and got self-serve activation reprioritized org-wide.
- Defined the IA and content model that unified Hub's separate catalogs (DHI, MCP, and community content) into one coherent system that shipped platform-wide.
- Self-initiated a 3-week Hub as a Marketplace vision between roadmap cycles. Audited 250 Hub images, studied 75+ external marketplaces, designed 7 product surfaces, and validated feasibility with a 5-agent experiment against live Hub APIs. Presented to the VPs

of Product and Engineering and the Head of Design. Now a cross-team AI initiative in active build, including a Hub MCP layer.

- Built an AI-native design practice on Claude Code and MCP: coded prototypes in React/Vite validated against live APIs, an MCP-powered critique tool with 18 synthetic user personas, and multi-agent research teams for competitive analysis.
- Designed Docker's first AI product concept, demoed at DockerCon 2023. It became the foundation for Gordon, Docker's AI Agent. I led the assistant UX, workflows, and early research.
- Founded a weekly cross-functional design review and grew it from 5 to 40+ participants across DHI, Policy, and Hub, pulling engineering and research upstream.
- Contributed regularly to Trident, Docker's design system, pushing new components and patterns upstream from Hub work.

Senior Product Designer · Noibu

Apr 2021 – Oct 2022 · Ottawa, ON

First design hire at a B2B e-commerce SaaS platform. I built the design system, research practice, and end-to-end delivery process from zero.

- Owned discovery and delivery across web and product: customer interviews, IA, prototyping, and persona development for mid-market and enterprise users.
- Mentored a junior designer on research craft and delivery. Set the team's standards for handoff, documentation, and QA.

UX Designer · Nokia

Mar 2020 – Apr 2021 · Ottawa, ON

- Designed enterprise security UX across the Security and Design System pods. Contributed components and specs to the shared design system, shipped a security application for a Saudi telco, and led mobile app design for an Indonesian service provider.

Senior Product Designer · Rhonda.ai

Mar 2016 – Feb 2020 · Ottawa, ON

- Owned design end-to-end across marketing, web, and product for an AI-powered SaaS platform over four years.

Senior Designer · Blackiron Agency

Jan 2014 – Mar 2016 · Ottawa, ON

Designer · BetterU Education

Jan 2011 – Jan 2014 · Ottawa, ON

EDUCATION

Algonquin College · Graphic Design

2008 – 2011

Algonquin College · Advertising

2003 – 2006