

01 / OVERVIEW

Veteran Design LLC is a veteran-owned product design firm in Scottsdale, Arizona. We build websites, application prototypes, and user research for federal agencies, state veterans agencies, and veteran-serving organizations. SBA-certified Veteran-Owned Small Business (VOSB).

02 / PRIMARY SERVICES

- Marketing and program websites for veteran-serving programs and agencies.
- Application prototypes and MVPs that test interaction patterns and produce shippable design.
- Research sprints with veteran users: discovery, usability testing, pattern synthesis.

03 / ACCESSIBILITY AUDITS, PRODUCTIZED LINE

TIER 1, RAPID SCAN	\$5,000
TIER 2, FULL AUDIT + VPAT 2.4	\$15,000
TIER 3, AUDIT + REMEDIATION ROADMAP	\$25,000

04 / DIFFERENTIATORS

15+ years of principal-level product design. Senior and principal product design leadership across defense, enterprise security, enterprise platforms, and AI-augmented design.

Agent-leveraged solo practice. One principal directs specialized AI agents across business development, capture, delivery, and operations. Engagements ship at team speed without team overhead.

Accessibility depth. Manual audits with NVDA, JAWS, axe DevTools, keyboard testing, and contrast verification. VPAT 2.4 deliverables.

Federal security context. Previously held Top Secret/SCI; reinstatement possible with sponsor and current investigation.

05 / KEY PERSONNEL EXPERIENCE, BRAD SHROYER, FOUNDER AND PRINCIPAL

TAIS, TACTICAL AIRSPACE INTEGRATION SYSTEM
GENERAL DYNAMICS FOR U.S. ARMY

Sole UX designer through five rounds of field testing with active-duty soldiers. System Usability Scale raised from 68 to 83; 100% task completion on core tasks by final rounds. System remains in active theater deployment more than a decade later. Top Secret/SCI clearance held during program.

MIRADOR
AMAZON WEB SERVICES

Sole designer on an enterprise security posture platform that consolidated six fragmented internal security tools into a single unified product for AWS developers and managers. All six legacy tools retired post-rollout; 4.6/5 task satisfaction across usability testing.

06 / NAICS CODES

541512	Computer Systems Design Services	PRIMARY
541511	Custom Computer Programming Services	
541430	Graphic Design Services	
541613	Marketing Consulting Services	
541990	All Other Professional, Scientific and Technical Services	

Solo practice, well below all five size standards.

07 / ENTITY DATA

LEGAL NAME	VETERAN DESIGN LLC
ESTABLISHED	2011
UEI	FZF5PJRQJB19
CAGE	20C98
SAM.GOV	ACTIVE / EXP 2027-05-07
VOSB	CERTIFIED 2026-06-17
VOSB LISTING	SEARCH.CERTIFICATIONS.SBA.GOV
STATE	ARIZONA
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