VETERAN DESIGN LLC

00 / CAPABILITY STATEMENT
V.1.5 / 2026-11-17

01 / OVERVIEW

Veteran Design LLC is a veteran-owned product design firm in Scottsdale, Arizona. One principal designer takes on product design, websites, and AI integration for commercial software teams and for defense and federal programs. SBA-certified Service-Disabled Veteran-Owned Small Business (SDVOSB) and Veteran-Owned Small Business (VOSB).

02 / PRIMARY SERVICES

Product design: an embedded principal designer, tested prototypes, and usability studies.

AI integration: AI designed into existing products, prototypes in code, usability testing of AI output.

Websites: program websites designed and built in 6 weeks, WCAG 2.1 AA verified before launch.

On programs: usability, human factors support, AI usability testing, and Section 508 work.

03 / ACCESSIBILITY AUDITS

TIER 1	RAPID SCAN	**$5,000**
TIER 2	FULL AUDIT + VPAT 2.5	**$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 products.

One principal, supported by AI tooling. Clients work directly with Brad Shroyer from scope through delivery. In his words: “AI tooling supports the work; I review and own the result.”

Accessibility depth. Manual audits with NVDA, JAWS, axe DevTools, keyboard testing, and contrast verification. VPAT 2.5 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 5 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 6 fragmented internal security tools into a single unified product for AWS developers and managers. All 6 legacy tools retired post-rollout; 4.6/5 task satisfaction across usability testing.

Delivered by Brad Shroyer as an employee of the organization named. Principal experience, not Veteran Design contracts.

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 & Technical Services	

Solo practice, well below all 5 size standards.

07 / ENTITY DATA

LEGAL NAME	VETERAN DESIGN LLC
ESTABLISHED	2011
UEI	FZF5PJRQJB19
CAGE	20C98
SAM.GOV	ACTIVE / EXP 2027-05-07
SDVOSB	CERTIFIED 2026-10-26
VOSB	CERTIFIED 2026-06-17
SBA LISTING	search.certifications.sba.gov
STATE	ARIZONA
LOCATION	SCOTTSDALE, AZ
POC	BRAD SHROYER, FOUNDER
PHONE	(480) 382-4019
EMAIL	brad@veterandesign.com
WEB	veterandesign.com

Certified through the SBA VetCert program. Verify at search.certifications.sba.gov.