

DON BRADY

— DESIGNER —

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PORTFOLIO DONALDBRADY.COM/PORTFOLIO

SKILLS	Sketch App _____	User Interface Design
	InVision App _____	User Experience
	Photoshop _____	Visual Design
	Illustrator _____	Creative Direction
	InDesign _____	Graphic Design
	After Effects _____	Strategic Thinking
	HTML CSS _____	Ideation

EMPLOYMENT

2016 (APRIL)

SPI GROUP FAIRFIELD, NJ [Contracted Consultant]

|Mid-sized full-service digital communications agency|

UX DESIGNER

- Produced wireframes for new product being developed
- Competitive Analysis review for new product
- Also produced wireframes for current beta product to implement improvements
- Worked with developer to iron out the navigation of current beta product
- Documented problems of current beta in a UX Design review
- Provided a lo-fi prototype of new product

2015 (JULY)

DEVSPARK MANHATTAN, NY [Contracted Consultant]

|Mid-sized agile software development company based in the United States and South America|

UX DESIGNER AT DOW JONES

- Plan UX project using agile sprints to design an events app for Dow Jones
- Developed user flows for the events app
- Developed a competitive audit
- Directed the user experience of on-boarding to the app
- Coordinated remote visual designers with in-house UX design plan
- Analyzed large amount of content to determine pertinent information for small screens

2015 (MAR) - 2015 (APR)

STARTECHTEL.COM. POMONA, CA [Contracted Consultant]

|Mid-sized telecommunications company that sells and installs business phone systems in the Los Angeles area|

UX / UI DESIGNER

- Analyze and restructure website navigation for a more focused user experience
- Create user interface wireframes for homepage and shopping cart
- Visual Design of homepage
- UI Design of a one page shopping cart user experience
- Provide hi-res comps with slices for developers ease of user interface integration
- Consulting on future user experience strategy and visual design of website

2014 (NOV) - 2015 (FEB)

MCGRAW HILL / DODGE DATA & ANALYTICS. MANHATTAN, NY [Contracted Consultant]

|Large corporation that finds construction jobs for builders and provides a bidding platform|

UX / UI DESIGNER

- Restructuring of website navigation to create seamless user experience
- Create user interface wireframes of homepage
- Heat map and metrics analysis
- Visual site map creation and analysis
- Recreated UI of homepage
- Web design and development of landing webpage for new mobile app

EMPLOYMENT CONT.

2012 - 2014 (AUG)

AUTONOMIC-CONTROLS INC. ARMONK, NY [Salaried]

[Small startup that develops and sells high-end home music systems]

CREATIVE DIRECTOR

- User experience and user interface design of music player app
- Designed app for multiple user interface sizes, plus iOS & Android
- Worked closely with cross functional teams, combining info from marketing, development and sales to create a meaningful user experience, utilizing various forms of digital media
- Designed print advertising including magazine ads, business cards, product packaging, tradeshow booth graphics as well as marketing collateral
- Re-designed and developed website homepage with the latest HTML5 features to reflect Autonomic's forward thinking in technology and cutting edge products
- Designed and developed email marketing communications.

2011 | SEPT - DEC

SCIENTIVITY. TARRYTOWN, NY

[Graphic Design agency specializing in the pharma and healthcare sectors]

GRAPHIC DESIGNER

2001 - 2008

OPTIMA COMMUNICATION SYSTEMS, INC. IRVINGTON, NY

[Mid-sized telecommunications company that sells and installs business phone systems in the tri-state area]

WEB DESIGNER / GRAPHIC DESIGNER / CREATIVE DIRECTOR

- Designed, developed, and maintained multiple iterations of an e-commerce website that achieved 10,000 unique visitors a week for 6 years straight and ranked #2 for all telecommunications websites in the USA at that time
- Led a team of designers to advance the quality and profitability of websites
- Designed all graphics including logos, brochures, email newsletters and mailers
- Maintained a MySQL product database of over 5,000 items
- Managed all pay-per-click advertising accounts, including Google Analytics
- Administered a network of 25 computers and maintained the Microsoft Exchange Server protocols and email

PROFILE

14 years of experience as a creative. Expert in the full circle of design. Including everything UX UI design but also digital illustration, logo design, advertising design, packaging design, identity creation, and branding. Proven ability to efficiently handle high level accounts and develop visual design strategies in order to capture clients vision. Worked in fast paced environments and have consistently achieved goals and met deadlines. Self motivated, well organized and a dedicated team player. No matter how high on the totem, always willing to listen and accept constructive criticism to accomplish higher quality results.

ORGANIZATIONS

Member of the Digital Artists of Westchester. Also a volunteer for 6 years and counting at the non-profit organization Chill. Using snowboarding as motivation we teach "at-risk" inner city youth some of the most important lessons in life about patience, persistence, responsibility, courage and respect.

CHILL WEBSITE

PUBLICATION

Designed a typeface for the non-profit organization Cancer Care. Design was published June 2012 in the book Drawing for Graphic Design by Timothy Samara.

CANCER CARE TYPEFACE

EDUCATION

2009 - 2011

PURCHASE COLLEGE. PURCHASE, NY

DEGREE

MAJOR

- Bachelor of Fine Arts with honors (*Magna Cum Laude*)
- Graphic Design

1996 - 1998

ROCKLAND COMMUNITY COLLEGE. SUFFERN, NY

DEGREE

MAJOR

- Associate in Applied Science
- Graphic Arts and Advertising

MOTION REEL

[HTTPS://VIMEO.COM/83358542](https://vimeo.com/83358542)