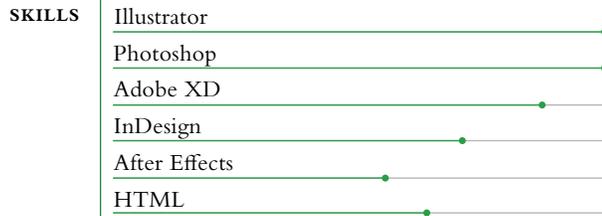


DON BRADY

— DESIGNER —

CONTACT @ DONALDBRADY.COM
845-548-0253

PORTFOLIO DONALDBRADY.COM



EMPLOYMENT

- 2016 (JULY) - PRESENT**
CON EDISON **VISUAL DESIGNER** [Salaried]
MANHATTAN, NY
- Lead the User Interface and Visual Design of multiple corporate websites
 - Maintained the corporate brand image by instructing multiple teams throughout the company
 - Advised creative agencies on the proper User Experience Design of corporate websites
 - Cultivated and maintained large library of branded digital assets
- 2016 (JUNE)**
CSI **VISUAL DESIGNER** [Contracted Consultant]
MANHATTAN, NY
- Designed new sections of corporate website
 - Coded front end HTML for new webpages. Responsive Bootstrap
 - Created various infographics for the website
- 2016 (MAY)**
BLINK FITNESS **VISUAL DESIGNER** [Contracted Consultant]
MANHATTAN, NY
- Created Visual Design of franchising website for Mobile and Web
 - Worked collaboratively with creative team for problem solving web design issues
 - Created supporting graphics for advertising
- 2016 (APRIL)**
SPI GROUP **UX / UI DESIGNER** [Contracted Consultant]
FAIRFIELD, NJ
- Created a prototype of new product
 - Advised executives on existing competition within their target market
 - Worked with Development team for implementation of designs
- 2015 (JULY)**
DOW JONES **UX DESIGNER at SPARK DIGITAL** [Contracted Consultant]
MANHATTAN, NY
- Rapidly produced a plan for a new events App for Dow Jones, utilizing agile methods
 - Developed various User Experience artifacts, user flows, competitive analysis for the new events App
 - Directed the user experience of on-boarding to the App
- 2015 (MAR) - 2015 (JUNE)**
STARTECHTEL.COM **UX / UI DESIGNER** [Contracted Consultant]
POMONA, CA
- Analyze and restructure website navigation for a more focused user experience
 - Create user interface wireframes for homepage and shopping cart
 - Advised client on best practices for SEO
- 2014 (NOV) - 2015 (FEB)**
MCGRAW HILL **UX / UI DESIGNER** [Contracted Consultant]
MANHATTAN, NY
- Restructuring of website navigation to create seamless user experience
 - Recreated UI of homepage
 - Web design and development of landing webpage for new mobile app

AUTONOMIC-CONTROLS

ARMONK, NY

2012 - 2014 (AUG)

CREATIVE DIRECTOR [Salaried]

- Created the UX and UI design of award winning home music player app
- Led advertising team on creation of campaign designs. Email, web, and print
- Re-designed and developed corporate website
- Designed and oversaw building of trade show booth for corporate presence at CES

SCIENTIVITY

TARRYTOWN, NY

2011 (SEPT - DEC)

MOTION / GRAPHIC DESIGNER [Salaried]

- Advised on enhancing motion graphics and reconstructed faulty motion designs
- Supplied graphics to other motion designers
- Designed logos, graphics, and brochures for clients

OPTIMA COMMUNICATIONS

IRVINGTON, NY

2001 - 2008

CREATIVE DIRECTOR / GRAPHIC DESIGNER [Salaried]

- Created, developed, and maintained multiple iterations of an e-commerce website.
- Led a team of 3 designers to advance the quality and profitability of websites
- Utilizing SEO, achieved #1 positions for prominent industry keywords on Google Search

EDUCATION

PURCHASE COLLEGE

MAJOR

2009 - 2011

BACHELOR OF FINE ARTS WITH HONORS (MAGNA CUM LAUDE)

Graphic Design

ROCKLAND COMMUNITY COLLEGE

MAJOR

1996 - 1998

ASSOCIATE IN APPLIED SCIENCE

Graphic Arts and Advertising

PROFILE

22 Years of experience as a creative. Expert in the full circle of design. Solid success directing teams and implementing a broad range of design projects, from conception to launch. Quickly translate business requirements into effective designs. Able to develop visual design strategies in order to capture clients vision while adhering to brand standards. Efficiently partner with cross-functional teams to ensure projects meet all deadlines. Adapt to new technology and innovative processes while ensuring compliance with corporate accessibility standards.

ORGANIZATIONS

Volunteer for 12 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.

PUBLICATIONS

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.

MOTION REEL

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