VINCENT RADFORD

UX/UI DESIGNER

Resourceful UX/UI designer with extensive experience in website and graphic design, excels in user centered/interface design and usability evaluations.
Adept at leading multi-faceted teams to achieve effective digital solutions on time and on budget.

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Knoxville, TN 📍

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instagram.com/introverteed30 📷

WORK EXPERIENCE

Founder/Owner

Introverteed.com, Remote   2021 – Present

Designer & Illustrator of the products
Plan, design, and develop a top-notch online store of apparel and other accessories geared toward the introvert-minded.

Lead Storyboard Creative

Mckee Foods, Chattanooga. TN   2016 – Present

Improve brand identity within potential markets by conceptualizing and creating animated storyboards for Little Debbie television commercial campaigns. positively received by focus groups and earned the company extended contract.

UX/UI Designer & Customer Support

Site Organic, Lenoir City, TN   2017 – 2021

Worked with the Site Organic brand and collaborated with developers and clients to successfully develop web based products and apps tailor made for the clients' needs.

 • **User Research:** Collect church staff and congregation insights; create user personas, scenarios, journey maps

 • **Information Architecture:** Design structured layout for seamless navigation

 • **Wireframe Design:** Visualize user interface with basic sketches

 • **Prototype Usability Testing:** Validate functionality and user experience with internal/external users

 • **Interface Design:** Craft visually cohesive app/website, including logo and brand guidelines

 • **Implementation**: Launch final product to enhance user experience and streamline church processes

TECHNICAL SKILLS

• Usability Testing
• User Research
• Storyboarding
• Animatics
• Product Design
• Prototyping
• Interaction Design
• Web Design
• Information Architecture

SOFT SKILLS

• Design Thinking
• Written and verbal Communication
• Collaboration with others
• Adaptability
• Attention to Detail
• Creativity
• Storytelling

TOOLS

• Git Hub
• Adobe CC (Photoshop, Illustrator, After Effects, Animate)
• Figma
• HTML, CSS, Javascript
• Miro
• Visual Studio Code
• Bootstrap