

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/introverted30

WORK EXPERIENCE

Founder/Owner

Introverted.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 (Under the Ministry-brands umbrella) 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

TECHNICAL SKILLS

- Usability Testing
- User Research
- 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
- Figma
- HTML, CSS, Javascript
- Miro
- Visual Studio Code
- Bootstrap

EDUCATION

Sept 2022- March 2023

Georgia Institute of Technology

Bootcamp Diploma in UX/UI

user experience and streamline church processes

Graphic Designer/Product Designer

Radio Systems, TN 2014 – 2015

Planned and created designs for landing pages displaying pet smart products.

- Offered excellent support to users navigating through website by demonstrating functionalities.
- Increased pet smart products sales through seamless website experience.

Graphic Designer/Web Design

Digital Media Graphix, TN 2008 – 2014

Executed and led overall aspects of revision and redesigning for several clients' websites by utilizing cutting-edge web design and SEO techniques.

Obtained new contracts with in-depth site maps and overviews. Produced motion graphics and brandings for numerous trade shows and Websites such as Moomba, Supra boats, and the Vegas Entertainment Network.

- Developed several interactive online games by steering collaborative efforts with marketing and programming team.
- Improved client control over their sites using CMS platforms (WordPress, Joomla), as well as the ability to monitor site performance through Google Analytics.
- Planned, designed, and implemented various branding and illustrative elements for variety of business entities, while meeting and exceeding set expectations.

1999-2003

University of Tennessee, Knoxville

Bachelor of Fine Arts with concentration in Illustration & Graphic Design

AFFILIATIONS

- **AIGA, Knoxville Chapter**
- **American Federation of Advertising of Knoxville**
- **American Art Honors Society**