



BRAD FARRELL

www.bradfarrell.com

SKILLS

Graphic Design
Typography
Branding / Marketing
Web Design

UI Design
Animation
Adobe Photoshop CC
Adobe Illustrator CC

Adobe InDesign CC
Adobe After Effects CC
Windows | Mac OS
HTML / CSS / Javascript

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

AUGUST 2017 TO PRESENT | AUSTIN, TX

- Focused efforts on acquiring skills in UI, UX and Front End Development
- Worked with established clients on an as needed basis during transition to Austin
- Used newly acquired skills to design and code a new personal portfolio website

SCOUT EXCHANGE | Lead Graphic Designer

AUGUST 2016 - AUGUST 2017 | BOSTON, MA

- Promoted brand uniformity by creating and maintaining company print and digital style guide
- Supported sales initiatives and facilitated client retention by producing marketing collateral
- Supplied visual direction for offsite vendors and contractors across multiple departments
- Regularly presented ideas to VP of Marketing and C-Level stakeholders

COBB DESIGN GROUP | Digital Production Artist

JUNE 2016 | BOSTON, MA [TEMP/FREELANCE]

- Completed production work for an app servicing a major hotel brand
- Created layered Photoshop mockups for web developers with guidance from project lead
- Helped the lead designer develop the layout and user experience for portions of the app

HILL HOLLIDAY | Creative Intern

FEBRUARY 2016 - APRIL 2016 | BOSTON, MA

- Concepted and executed designs in the creative department
- Designed logos, fliers, icons, and vector graphics
- Helped develop Facebook ads and print material for the healthcare team

BOSTON UNIVERSITY ADLAB

VP / Creative Director | AUG 2014 - MAY 2015

Creative Supervisor | JAN 2014 - MAY 2014

Art Director | AUG 2013 - DEC 2014

- Managed the art department for the country's largest student-run advertising agency
- Designed an e-commerce Squarespace website for a small startup with my creative team
- Taught students how to use creative software and basic design principles

EDUCATION

BACHELORS OF FINE ARTS

Boston University, Magna Cum Laude 2015