

GRADI ELLIS

UX DESIGNER & FRONT-END WEB DEVELOPER

contact

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PROFILE

My experience as a design and marketing professional coupled with my passion for collaboration and creative problem-solving made software development a natural next step for my career path. My design process is rooted in empathy and intuition, with a strong focus on user experience and emotions. As a developer, I want to build on that to create innovative solutions that flow seamlessly, where efficiency is the top priority, and that drives the maximum engagement. With my unique skillset that combines relational design and the functionality of programming, I am interested in developing software that authentically connects people with causes and improves the quality of life for a diverse range of users.

EXPERIENCE

● NASHVILLE SOFTWARE SCHOOL UX/UI Designer & Front-End Web Developer // August 2019-February 2020

Intensive full-time 6-month software development bootcamp focusing on front-end development, UI/UX fundamentals, problem-solving and working in a team environment.

- Produce visual & interactive designs with strategic use of typography, layout, color, motion, and behavior
- Produce personas and journey maps based on user interviews, market research and assessment of efficiency and user experience
- Apply corporate style guides and pattern libraries to new applications and web sites
- Focus on user experience with intentional design around speed, efficiency, and functionality
- Apply knowledge of development fundamentals and principles through daily group and individual projects reflecting real-world business problems
- Utilize source code version control with Git/GitHub
- Leverage JavaScript fundamentals to write DRY, modular, readable code and reusable components
- Style applications and websites with the CSS framework Bootstrap and write custom styles with SASS, CSS Grid and Flexbox

● PIONEER CREATIVE Co-Founder, Principal and Lead Designer // January 2012-Present

Pioneer Creative serves as an out-of-house, full-service creative agency dedicated to helping brands that are making a difference for humankind, the planet and the consumer. Driven by heart and thoughtful decisions, Pioneer Creative was born out of my desire to bring stories to life through design.

Capabilities Include:

- Visual + Copy

Branding, Brand Strategy, Logo Design, Package Design, Web Design, Web Development
Print and Digital Collateral, Social Media Design, Brand + Product Naming, Photoshoot Production, Event Design

- Marketing + Strategy

Marketing Research, Campaign Creation, Social Media Strategy, Investor Pitch Decks, Email Design

Past and Current Clients:

Nashville Entrepreneur Center, Thistle Farms, Hope Smiles, Bongo Java, Cross Point Community Church, NuPower Yoga, The Food Company, South Rock Ventures and Hero Publishing

skills

UX research
Usability testing
User persona
Wireframes
Interactive prototypes
High fidelity visual design
Icon design
Style guides and design systems

technical

HTML AND CSS engineering
Basic JavaScript coding
Responsive design and development
Modular component engineering
Git and GitHub version control
Command line work flow
npm

tools and apps

Adobe Creative Suite
Dropbox Business
BOX
HubSpot
Google Analytics
EMMA
MailChimp
Facebook Ads Manager
Slack
Asana
Squarespace
WordPress
WebFlow
Visual Studio Code
Airtable

projects

ella

ella is a personal health tracker to make your life more simple. ella is an app that will allow users to track all of their health related information including: doctors visits, doctor recommendations, pharmacy information, medical history and prescriptions. Imagine going to a new doctor and having of your previous health information at your fingertips without having to rack your brain or dig through a file cabinet of old health records. ella is powered by React.

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EXPERIENCE CONTINUED

● NASHVILLE ENTREPRENEUR CENTER

Marketing and Creative Lead // July 2016-July 2019

The EC is a Nashville based non profit organization on a mission to connect entrepreneurs with critical resources to create, launch and grow businesses.

Define, plan, and execute all marketing and branding objectives:

- Identification of target markets, brand voice, and organizational messaging
- Leverage customer insights derived from user research and customer interviews to improve messaging and prioritize initiatives
- Oversaw the brand consistency, ensuring all content is brand-based, customer-centric, competition-aware, and goal-oriented
- Efforts led to 20% increase in overall membership over a year period, \$30,000 revenue increase for the organization over a year period as a result in increased program participants

Project manager of organizational re-branding process including:

- Vetting and identifying external marketing agency to contract and partner with
- Generated and executed a user survey that resulted in 1,400 submissions from the Nashville Community
- Created and led a marketing task force made up of 17 key community members whose role was to provide strategic input and direction for the Nashville Entrepreneur Center's future marketing efforts as an organization that exists for the economic prosperity of Nashville.

Led the re-branding process and marketing efforts for the 2018 NEXT Awards, an annual event celebrating excellence in business and entrepreneurship in Middle Tennessee attended by 650 people including Nashville's Mayor, local business leaders and national partners which included:

- Designed new logo for the event brand
- Created a new website for award nominations, applications and ticket sales
- Led all marketing efforts for award application and ticket sales resulting in the biggest applicant pool to date and a first-ever sold out event
- Designed the event brand materials
- Led video production for the event

● Creative Lead // Jun 2014 – Dec 2016

- Oversaw creation of all marketing collateral and management of social marketing activity
- Created the brand identity for four new core organizational program offerings and directed the marketing surrounding their launch that generated local and national media spots highlighting the brand including: Nashville Business Journal, Nashville Post, Inc, Google for Startups
- Pioneered and managed all logistics and marketing for Good Makers Market, a bi-annual event supporting local social entrepreneurs that draws upwards of 600 people featuring 25+ local vendors

● HOPE SMILES

Director of Programs and Creative Services // August 2012-June 2014

Hope Smiles develops and empowers servant leaders to restore hope and transform lives by mobilizing and equipping sustainable dental teams in unreached communities throughout the USA, Haiti and Uganda.

- Cultivated existing and new partnerships with nonprofits, churches, educational institutions, community organizations, and individual volunteers
- Designed digital and print creative resources, including marketing collateral, promotional pieces, presentations, fundraising campaigns, social media content, e-blasts, and training materials
- Managed design and development projects from concept to completion
- Recruited, trained, and facilitated volunteers through various short and longer-term service programs

COMMUNITY

● KKUMI PROJECT

Co-Founder and Director // August 2017-Present

Kkumi Project is a non-profit that collaborates with local leaders in the Wakiso District of Uganda to strengthen their work of holistically transforming and empowering the lives of vulnerable boys and young men. Kkumi Project is run by a volunteer executive team made up of 5 members based in the USA and 6 members based in Uganda.

- Led planning and execution of annual fundraiser which has generated \$100,000 over the past 3 years
- Manage strategic partnership with local Ugandan team to ensure financial management, program growth and development for the program which is currently serving 18 boys
- Creation and execution of the organization's brand including logo, website, marketing collateral, social media management, and event design

● BIG BROTHERS BIG SISTERS OF MIDDLE TENNESSEE

Community Volunteer // August 2013-August 2016

education

Nashville Software School // 2019-2020

Front-End Web Designer/Developer Bootcamp

University of Alabama // 2008-2012

Bachelor of Arts in Communication & Information Sciences

Major: Public Relations

Minor: Psychology & Political Science