

I'M BRAD
NICE MEET YOU!



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Scroll

ABOUT ME



My name is Bradley Hawkins I am a senior interface designer with 10+ years of experience designing and building for the web. For the last 5 years I have been focused on designing digital products within an agency setting.

WORK HISTORY

2011 - Present

andculture

Senior Design Lead, UI

Started as a marketing designer focused on extending our client's visual language through various interactive and print deliverables. My current role is focused on leading design on digital product solutions and websites. I am also design lead for two designers.

2016 - Present

Messiah University

Adjunct Instructor

For the past several years I have been Adjunct Professor for interactive design courses at Susquehanna University and more recently Messiah University.

2008 - 2011

Inbox360

"Creative Director"

Started as intern cutting my teeth building marketing html email templates working under Tom Giannattasio. During my time there my role transformed into more of a user interface/web designer/developer role working on in house digital products and websites.

AREAS OF EXPERTISE

UI Design

Hi-fi and Low-fi Wireframes

Prototyping

Website Design

Design Systems

Information Architecture

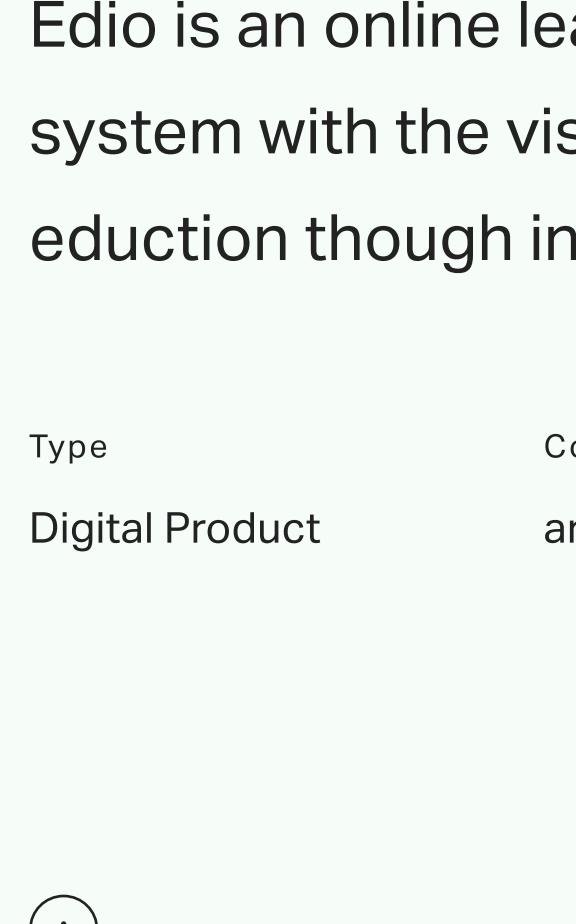
Userflows

Some front-end development mostly HTML, CSS and a little JS

A working knowledge of git, bitbucket, etc...

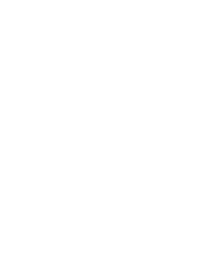
RECENT WORK

Recent Work



Edio is an online learning management system with the vision of delivering education through individualized outcomes.

Type: Digital Product Company: andculture Client: CCA



THE CHALLENGE

Over the course of 2+ years andculture was tasked with designing and developing a learning management platform for a cyber charter school with 20,000+ students and teachers.

MY ROLE

Lead Interface Designer

Worked closely with a team of product owners, strategists and engineers to ideate, prototype and build complex features.

Deliverables included user flows, wireframes, hi-fidelity mockups interactive prototypes, stakeholder presentations.

Led 2-3 other designers (1 remote at the time) on a large scale design system.

Implemented Abstract (Abstract was in beta during this time) version control workflows to allow a team of several designers to seamlessly work on the same sketch files together.

Collaborated with a team of 20+ engineers to build an interface that is used by 20,000+ teachers and students.

Worked with the engineering team to set up story book to document the growing number of components.

Toured Pennsylvania to several on site CCA locations demoing an early beta of the product to gather feedback.

Demoed the product in front of ~500 eager and skeptical teachers.

DETERMINING MVP

After the research team synthesized most of their research I was brought in along with a technical lead and another designer to help ideate and determine the set of features to focus on for the initial release of the system.

STYLE TILE

UI aesthetic and art direction was determined through a series of look and feel exercises and style tile executions to arrive at aesthetic that would be appealing to the audience of k-12 education.

VARIANTS

A lot of time was invested in creating a course system that allowed enough flexibility for the wide variety of course types and delivery methods. The "day bundle" allowed multiple types of course items to be added to a "day" item that would be required for a student to complete for the day.

CONTENT EDITOR

The first priority was to begin building the course design functionality so the client's team of expert course designers could start building curriculum as soon as possible.

DAY BUNDLE

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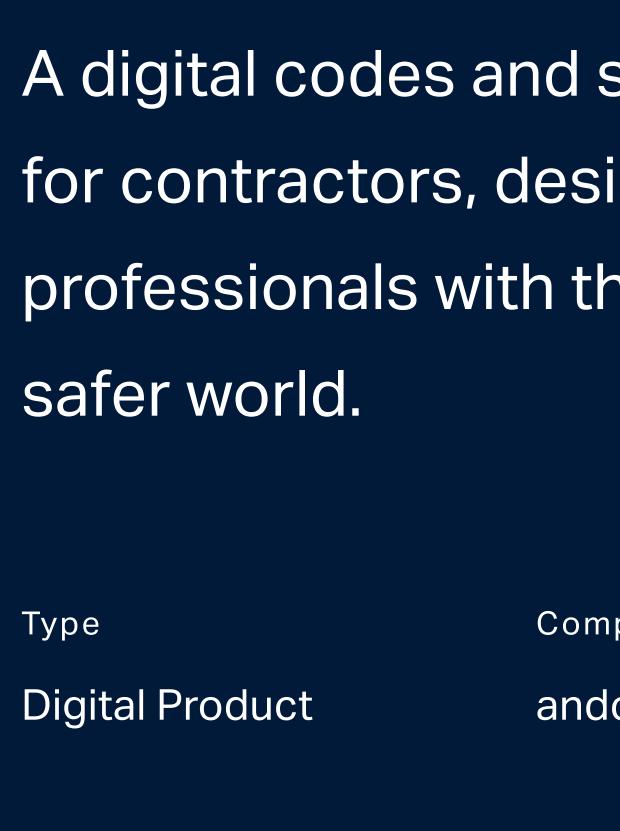
DESIGN SYSTEM

Keeping an organized and consistent design system between 2-3 designers was crucial due to the size of the build. Early on in the project we decided to leverage and set up a master component library through Abstract (in beta at the time) to ensure we were always using the same set of components within our sketch files.

BUTTONS

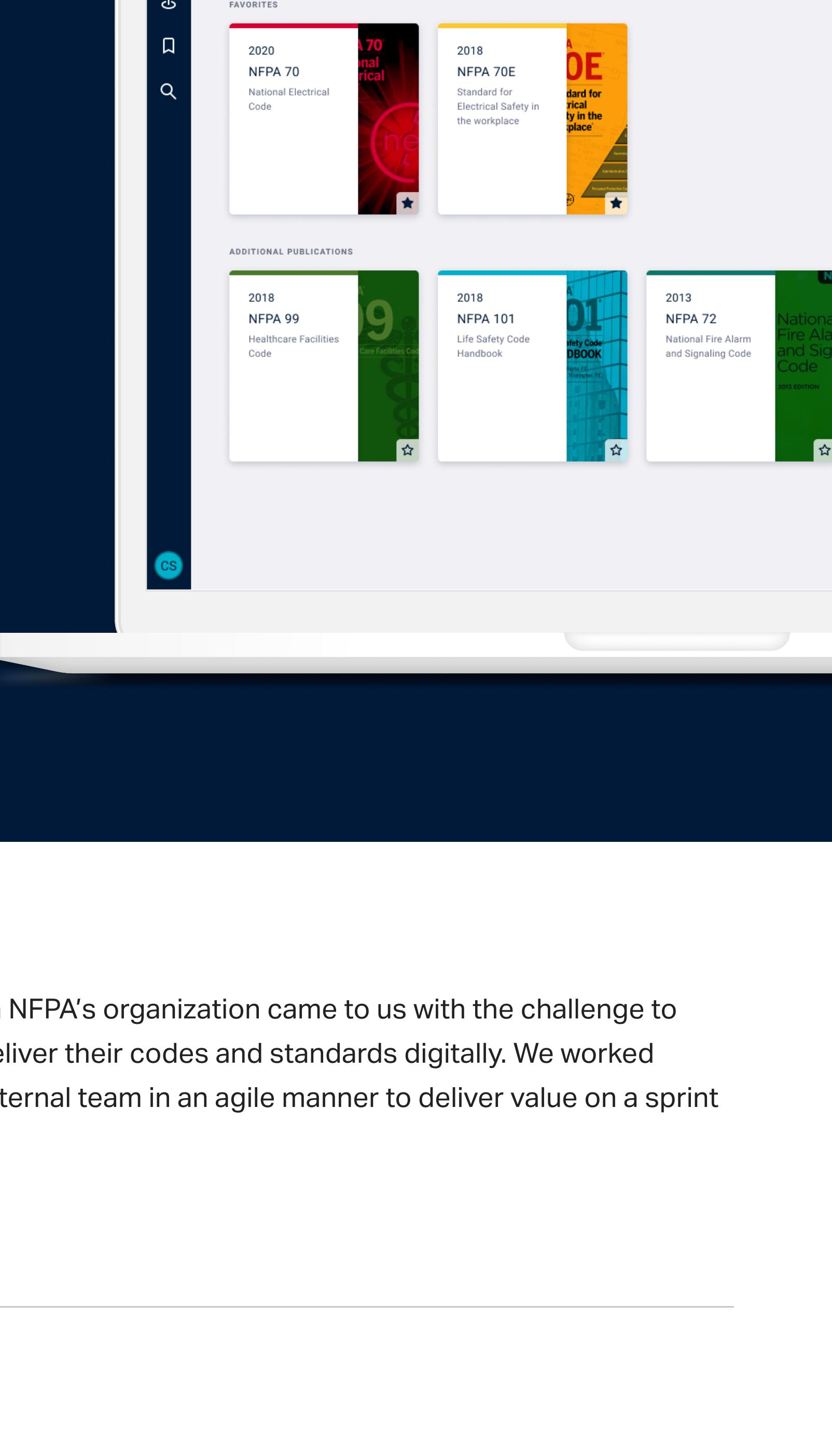
A small portion of the components and foundational styles we established over the course of the project build.

Recent Work



A digital codes and standards platform for contractors, designers, and other professionals with the mission to create a safer world.

Type Company Client
Digital Product andculture NFPA



THE CHALLENGE

A small startup within NFPA's organization came to us with the challenge to re-invent how they deliver their codes and standards digitally. We worked closely with NFPA's internal team in an agile manner to deliver value on a sprint by sprint basis.

MY ROLE

Worked closely with a team of product owners, client stakeholders and engineers to collaboratively solve and develop solutions.

Types of deliverables included user flows, wireframes, hi-fidelity mockups interactive prototypes, stakeholder presentations.

Facilitated cross functional ideation sessions.

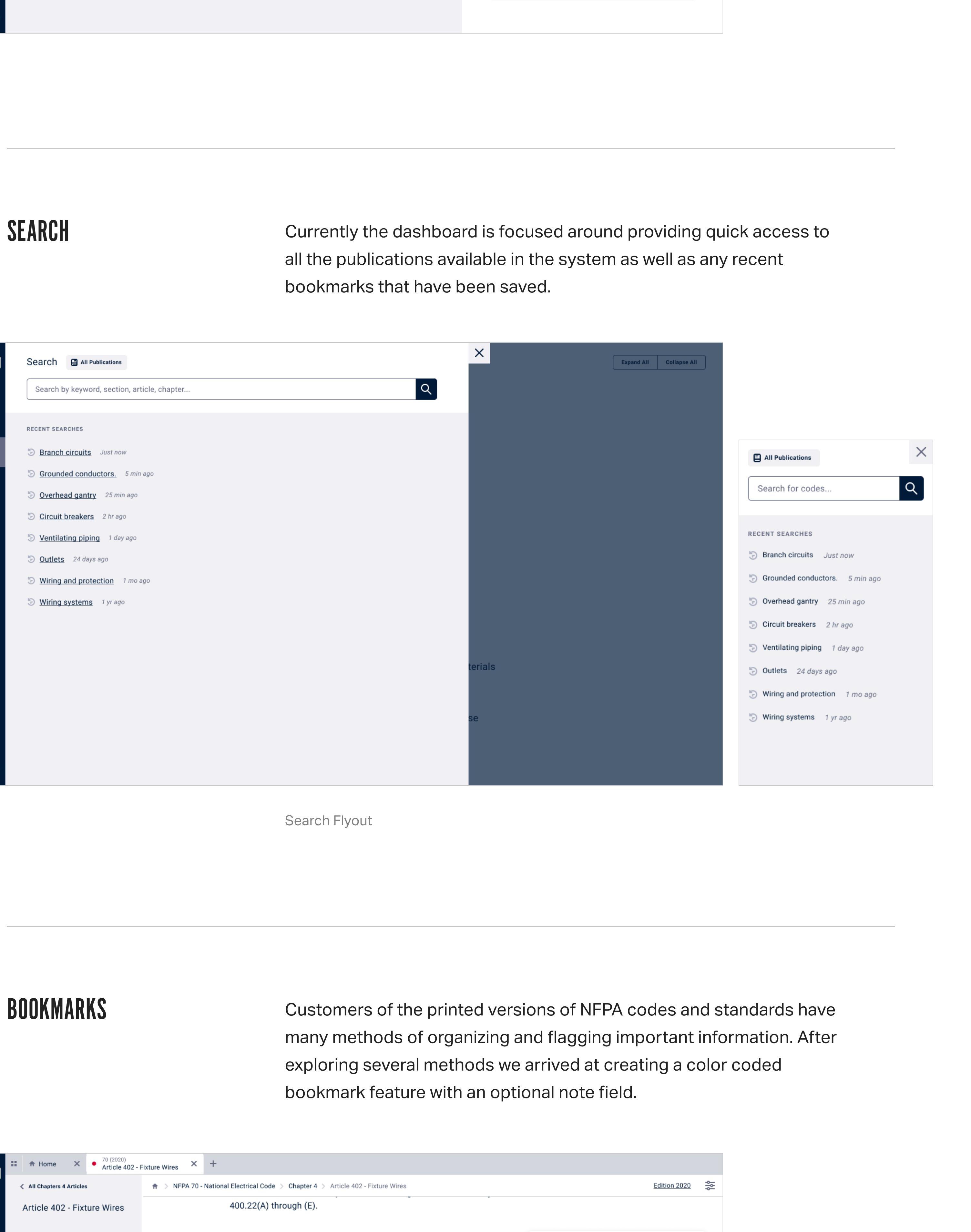
Worked closely with a team of 8+ engineers and QA'd features as they made their way through development and release.

Established a flexible design system.

Built transactional email templates.

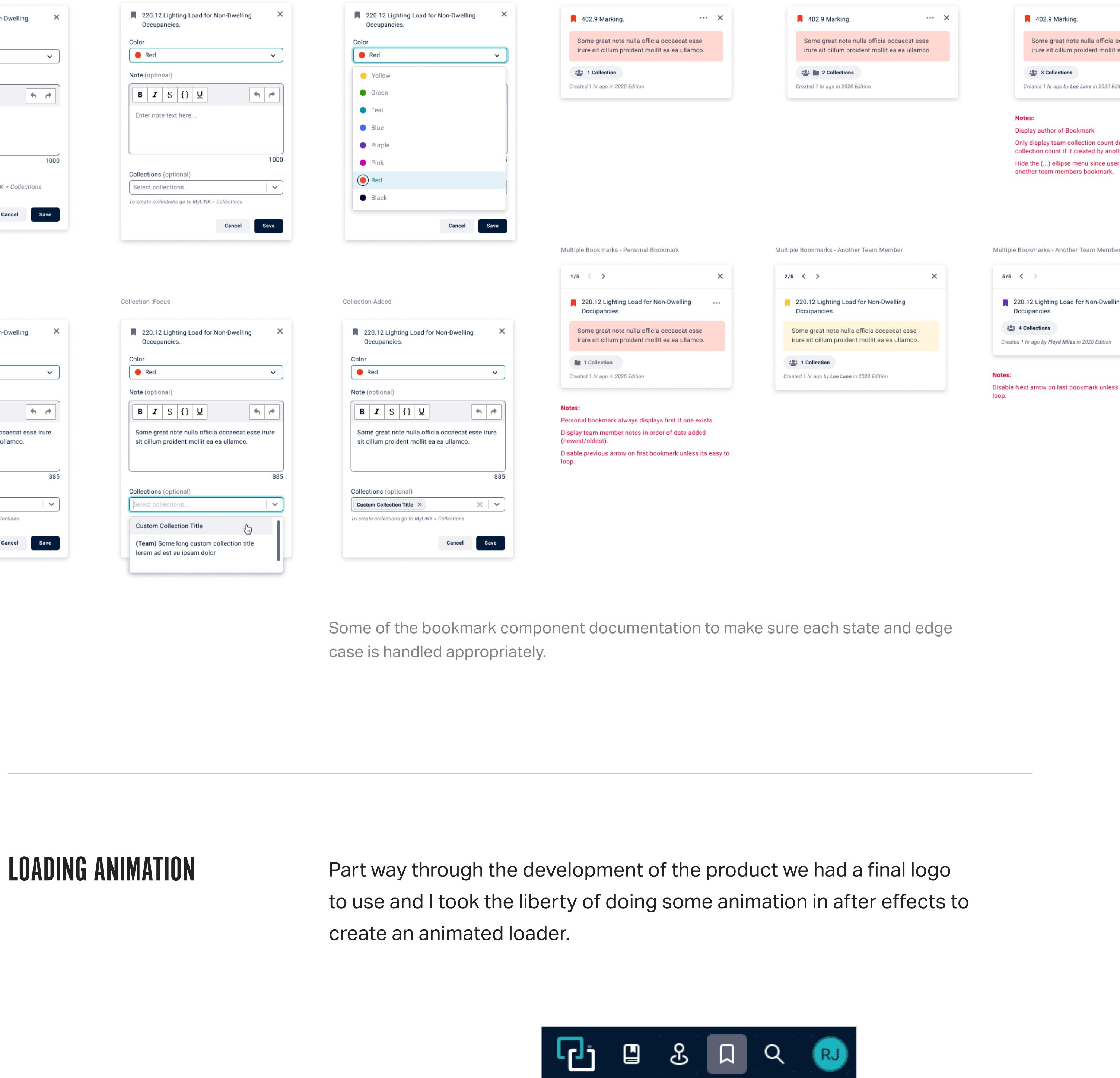
AESTHETIC DISCOVERY

The aesthetic discovery started with a look and feel card sorting and moodboard exercise with the stakeholders and ended with several style tile explorations.



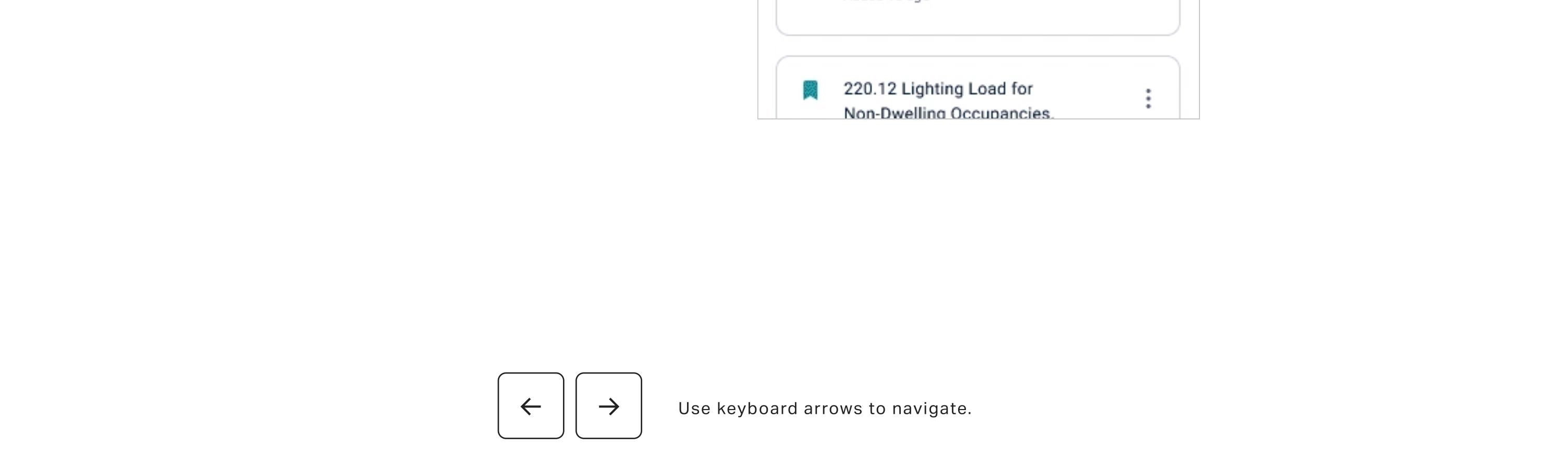
DASHBOARD

The dashboard is focused around providing quick access to all the publications available in the system as well as any recent bookmarks that have been saved by the user.



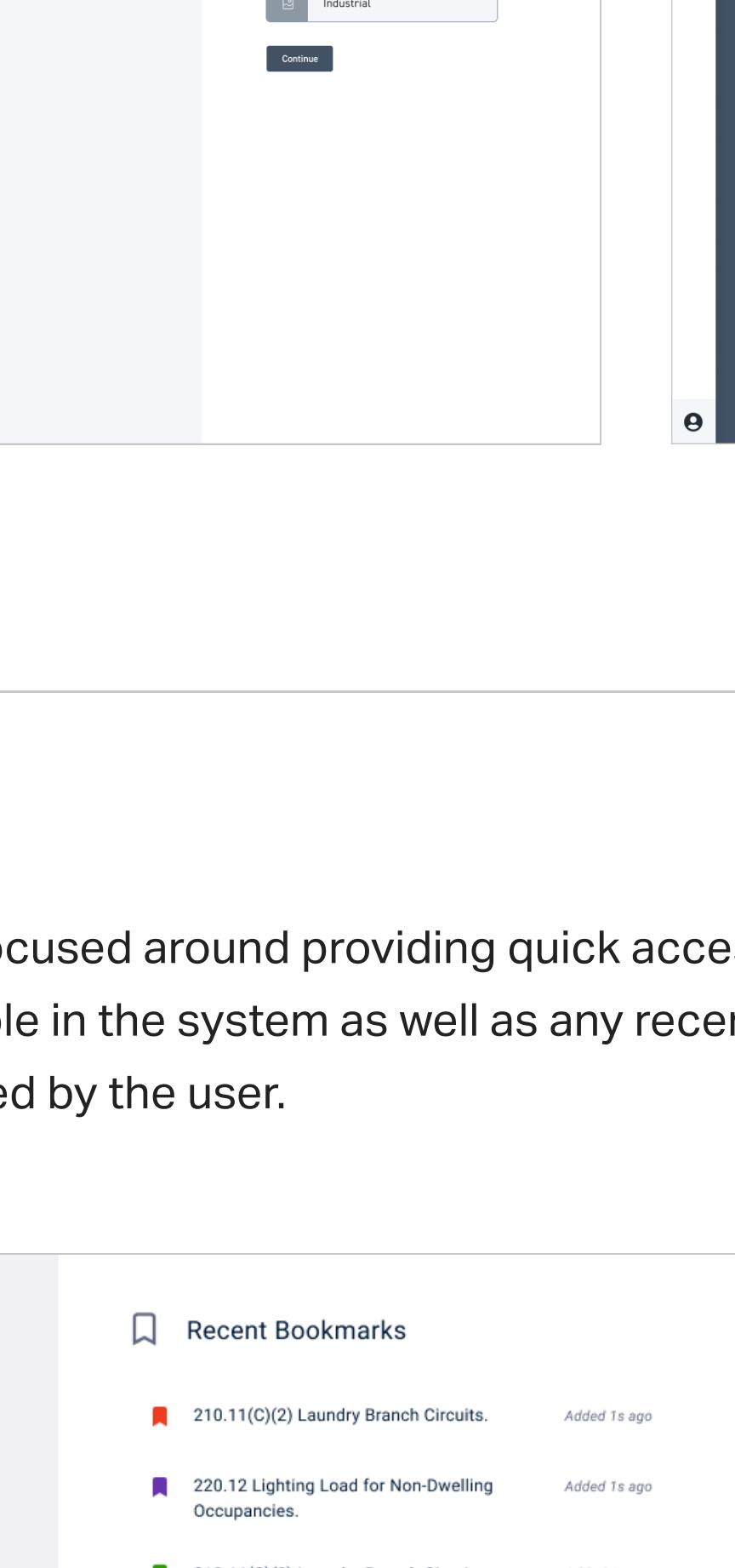
BOOKMARKS

Customers of the printed versions of NFPA codes and standards have many methods of organizing and flagging important information. After exploring several methods we arrived at creating a color coded bookmark feature with an optional note field.



LOADING ANIMATION

Part way through the development of the product we had a final logo to use and I took the liberty of doing some animation in after effects to create an animated loader.



Use keyboard arrows to navigate.

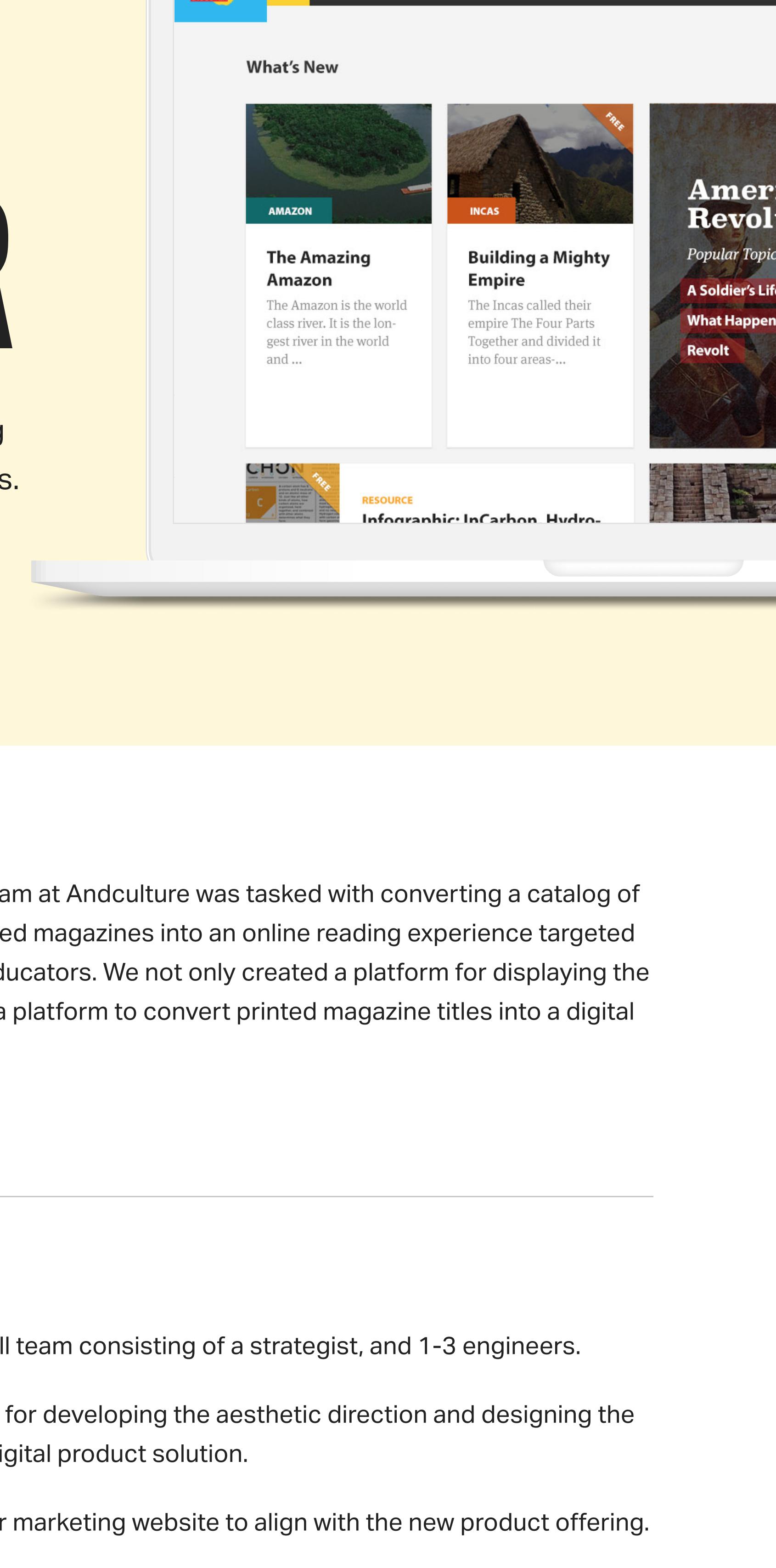


Recent Work

KIDS DISCOVER

An online reading experience and publishing platform targeted at children and educators.

Type: Digital Product Company: andculture Client: Kids Discover



THE CHALLENGE

Myself and the team at Andculture was tasked with converting a catalog of hundreds of printed magazines into an online reading experience targeted at children and educators. We not only created a platform for displaying the content but also a platform to convert printed magazine titles into a digital format.

MY ROLE

Worked on a small team consisting of a strategist, and 1-3 engineers.

I was responsible for developing the aesthetic direction and designing the interface of the digital product solution.

Re-designed their marketing website to align with the new product offering.

Assisted in front-end development of marketing website that was built on wordpress.

UNITS AND TOPICS

The Kids Discover print publication are organized in a magazine format with each magazine representing a "unit" that contains multiple topics related to that unit. We created an online format to align with this content structure.

In Galaxies, reader will travel to the depths of the universe, learning how galaxies are born, what kinds of technology are used to explore galaxies, and about galactic myths and legends.

[View full description](#)

Star-studded Galaxies

Have you ever seen a galaxy? You can! Just look up on a moonless night. All the stars you see are part of the Milky Way galaxy. We live in the "suburbs" (outskirts) of this galaxy, which is made up of about two hundred billion stars. The Milky Way's central plane looks like a creamy stream across the black sky. (Galaxias is Greek for "milky") That "creamy stream" is really billions of stars.

A galaxy is a huge swarm of stars—plus gas, dust, and dark matter—held together by gravity. Stars revolve around the center of a galaxy. The galaxy's gravity holds them in their orbits. A galaxy's center is bulging with older stars. The distance between stars is enormous, however. Proxima Centauri, the nearest star to our sun, is more than 25 trillion miles away. Powerful telescopes reveal that there are billions of galaxies in the universe—the largest containing thousands of billions of stars. What other bodies "swim" in galaxies? How do galaxies form? Thanks to new technology, astronomers are finding answers and raising intriguing questions about our universe.

On Screen, Star Trek explorers zoom beyond the solar system and across our galaxy. The farthest any "real" human has gone is to the moon—a comparatively short hop, first made in 1969. To the left is a photograph of Edwin "Buzz" Aldrin taken by Neil Armstrong.

In 1518, explorer Ferdinand Magellan set out to circle the globe. In the Southern Hemisphere, he spotted two starry clouds in the night sky, one large and one small. These Magellanic Clouds are actually small galaxies orbiting the Milky Way.

The way they were

Desk

The desk (left) allows teacher users to save topics that can be later added to their classroom. The Classroom (right) allows teachers to manage specific topics they want to share with their students in presentation mode.

CONTENT EDITOR

Our first task was to rapidly design and build a functional and easy to use editor so their contracted content designers could start creating digital versions of their printed catalog.

DISCOVER MAP

The discover map allows students to explore the entire online catalog through finding unique and unexpected relationships between topics and subject matter.

MARKETING WEBSITE

In addition to building their new online product we also redesigned their marketing website to align with their new online offering.

Pricing Plans

	Free \$0/MO	At-Home \$4/MO Billed Annually	Educator \$12/MO Billed Annually	School \$124/MO Billed Annually
Access Over 30 Units and 200 Topics	✓	✓	✓	✓
Discover Map & Search	✓	✓	✓	✓
Access over 100 Units and 1,000 Topics		✓	✓	✓
3 Lexile® Reading Levels			✓	✓

THANK YOU!

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