

Casey Bradford

caseybradford@gmail.com
925 818-7708
Brooklyn, New York

LinkedIn
linkedin.com/in/caseybradford/

Portfolio
caseybradford.club

Product Designer with extensive portfolio in marketing and brand. Applying my skills in graphic design, communication, and project management to product design roles.

Skills

Figma	HTML/CSS	React	User Research
Adobe CC Suite	JavaScript	Git	Branding

Freelance Product Designer

Jan 2020 - present

- Conducted user research, created wireframes, designed branding, and worked with a developer to execute a redesign of the website for Men's Health Memorial, a men's health clinic in Housotn
- Worked with podcast discovery platform, ListenJay, to update UI kit, high traffic pages and create new features

Design Manager, WeWork/Flatiron School

Design Manager	Jan 2020 - August 2020
Design Lead	Jul 2018 - Jan 2020
Graphic Designer	Jan 2018 - Jul 2018

- Hired and managed the development of junior designers
- Reported directly to the CMO
- Launched a creative brief and review process that educated other teams about working with creative
- Managed redesign of style guide and refreshed photography to elevate the brand
- Supported the launch of 12 new campuses with out-of-home campaigns that increased organic traffic by up to 70% in some markets
- Created branding for 5 new courses that allowed Flatiron to differentiate its offerings
- Led the creative process for a monthly paid advertising budget of \$1 million
- Managed an agency in creating video ads that have been seen by 1.6 million people on YouTube and cut our application cost in half

Brand Marketing Coordinator, Vox Media

Aug 2017 - Aug 2018

- Maintained the brand books and sales resources for each of Vox Media's brands
- Supported the event planning and sponsor pitches for SB Nation's Piesman Awards
- Coordinated launches for Liz Plank's Divided States of Women series, Curbed's walking tours, and SB

Education

DesignLab
UX Academy | May - August 2020

UCLA
Design & Media Arts | 2012 - 2016