

# Casey Bradford

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**LinkedIn**  
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**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 Houston
- Worked with podcast discovery platform, ListenJay, to update UI kit, high traffic pages and create new features

## Design Manager, WeWork/Flatiron School

<b>Design Manager</b>	Jan 2020 - August 2020
<b>Design Lead</b>	Jul 2018 - Jan 2020
<b>Graphic Designer</b>	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