

# casey bradford

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

## Portfolio caseybradford.club

### Design Lead, WeWork/Flatiron School

#### Jan 2018 – ongoing

- Designed or supervised design of all marketing assets including web, out-of-home and print collateral
- Managed redesign of style guide and refresh of photography
- Hired and managed jr designers, agencies and freelancers
- Built processes for managing requests and empowering non designers
- Launched 12+ new campuses and 5+ new programs

### Brand Marketing Coordinator, Vox Media

#### August 2017 – Jan 2018

- Supported launches for Liz Plank's Divided States of Women series, Curbed's walking tours, and SB Nation's animated series, *Championship*
- Strategic positioning and event planning for SB Nation's Piesman Awards

### Art Director, Vayner Media

#### August 2016 – August 2017

- Art directed video shoots for Chase Sapphire social media campaigns
- Created over 200 paid social media assets from existing footage
- Presented new pitches to clients

## Education UCLA Design & Media Arts Class of 2016

### Design Intern, The Uprising Creative

#### July 2015 – August 2015

- Worked on designs for web, merchandise, print ads, and magazine.
- Created pitch decks for upcoming film projects

*Previous internships at The Novogratz, Seedling and Berman Braun.*