

Casey Bradford

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LinkedIn
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Portfolio
caseybradford.club

Product Designer with extensive portfolio in marketing and brand. Leveraging my skills in graphic design, communication, and project management to transition into a product design role.

Skills

Figma
Adobe CC Suite

HTML/CSS
JavaScript

React
GitHub

User Research
Branding

Design Manager, WeWork/Flatiron School

Design Manager	Jan 2020 - April 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

August 2017 - Jan 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 Nation's animated series, Championship

Art Director, Vayner Media

August 2016 - August 2017

- Art-directed video and photo shoots for Chase Sapphire social media campaigns
- Created 200+ new assets from existing footage allowing Chase to get the most value out of every shoot
- Regularly presented work to clients

Education

DesignLab
UX Academy | May 2020 - present

UCLA
Design & Media Arts | Class of 2016