



BRADLEY GREY

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EXPERIENCE

343 Industries 11.2020 - Current

UX Designer

- Partner with research teams to gather data and insights in order to improve or design new features
- Work with engineers and developers to build intuitive experiences, products and features
- Ownership of features from concept to launch

Level 11 04.2019 - 11.2020

Sr. UX Designer

- Creation of user flows, journey maps or any other visuals needed to map out and make concepts tangible
- Detailed wireframes and prototypes that plan out content, functionality and expected experiences
- Conception of user experiences that involve software and hardware
- Documentation of design thinking, decisions rendered, feedback and revisions related to each design phase
- Presentation of designs, design thinking and strategy to team, clients and stakeholders
- Site visits for observation and user research
- Guidance and art direction for designers
- Estimation of level of effort and assistance with project management on projects
- Creation of marketing and pitch decks (content direction, copywriting, visual design, illustration)

Expedia Group 11.2018 - 03.2019

Sr. UX Designer (Contract | CarRentals.com Team)

- Conducted comparison analysis of current sites (US and Europe), versus industry competitors to generate UX/UI improvement suggestions
- Design of UX/UI solutions and iterations, working with product owners to meet business goals
- Team brainstorming and white-boarding sessions to challenge and improve design concepts

SKILLS

For Creation

Photoshop, Illustrator, InDesign, Sketch App, Marvel App, Invision App, figma, atom, Zeplin, After Effects, Powerpoint, Excel, Word, Slack, Trello, JIRA, Confluence, Basecamp, Shopify, Magento, Canon & Nikon DSLR user, MAC & PC

Concepts

CSS & HTML, Javascript, Email Templates & Design, Agile & Scrum Environments, Site & Assets Optimization, Google Design Sprints, User Testing, Persona Creation, Marketing & Pitch Decks

EDUCATION

The Art Institute of California, Los Angeles

Bachelor of Science, Interactive Media Design 2006

HONORS

Level 11 Outstanding Delivery and Initiative on a Project, Q4 2019

Funko Employee of the Quarter, Q1 2017

Valedictorian, Summer 2006

Funko 01.2017 - 09.2018

UI/UX Designer

- Design from concept to launch (B2C and B2B projects)
- Wireframes, prototypes and user research for projects
- Art direction for third party vendors
- When needed: copywriting, content creation, motion graphics, video editing, photography, front-end development (CSS/HTML) and project management

Nintendo of America 05.2013 - 12.2016

Web Designer

- Design lead on E3 web team from 2013-2015
- Designed the functionality behind three of Nintendo.com's marketing carousels
- Design of promos, microsites, emails & printables
- Art direction when working with agencies
- Creation & documentation of guidelines, templates processes and assets
- Producer for product / lifestyle photoshoot

Amazon 11.2012 - 05.2013

Designer (Contractor)

- Visual Design of Display Ads
- Design and animation of rich media ads
- Design and animation of expandable rich media experiences and landing pages
- Design for eCommerce and Add to Cart ads
- Worked with teams in Europe and Japan

PopCap Games 08.2011 - 09.2012

Senior Designer (Graphic | Web)

- Design of interstitials, banners and other promotional materials
- Creation of icons and other fan page assets
- Worked on various UI elements and UX concepts for games and game page
- Proposals of concepts for social channel engagement
- Worked on various UI elements and UX concepts for games and game pages
- Designed email series for one of the franchises

AT&T 07.2010 - 08.2011

Designer (Online Advertising)

- Design, animation and coding of flash banner ads
- Design of marquees, emails and landing pages
- Made additions to style guide and asset illustrations
- Developed a naming convention for project organization and archiving
- Developed an onboarding guide, reducing ramp up time from three weeks to a few days

Sesame Communications 07.2009 - 06.2010

Design Coordinator | Associate Art Director

- Moved projects through from kick off to launch
- Predicted project issues and proposed solutions
- Wrote detailed specs and work flow documents
- Guided art direction and vision for websites customized to each practice
- Worked as liaison between client and creative teams (developers and designers)

Peel Interactive 08.2007 - 06.2009

Designer (UX/UI | Graphic & Web)

- Worked as a tight-knit small agency on various projects, taking up multiple different roles
- Worked on UI/UX concepts for interactive pieces
- Put together and participated in client pitches
- Created user flow documents, sitemaps, redlines and tech specs
- Creation and production of various assets from icons to animations
- Lead production phase, created asset tracking documents and style guides

Tuesday Creative 06.2006 - 05.2007

Designer (Rich Media | Web & Graphic)

- Designed a range of Universal On Demand microsites and promos
- Mocked up designs for various Disney and NBC projects
- Production & content assistance where needed