

# STEPHANY BRADFORD

*stephanybradford.com* | 806-252-1196 | *stephanysheabradford@gmail.com*



## 10k+ Hours & Creatively Counting

As a Creative and User Experience Design Director, I lead and collaborate with software engineers, UI architects, CEOs, Partners and Stakeholders to build brands, enterprise level SaaS products and cloud-based (internet) software. My ultimate job is to ensure the requirements I gather from humans, (sometimes we call them users) get designed and implemented in the most helpful, understandable and efficient ways possible.

## Experience

### JANIIS

At JANIIS, I had the pleasure of creating enterprise software used by property management companies to stay ahead of the game. You can see it all on the JANIIS website. Basically, we tried to help eliminate wasteful process for our users to make work more fun and simple.

I also co-managed the customer support team in order to engage in direct client feedback for our products. I find having a hands-on approach (is this still a term in 2020?) enables me to quickly design and test solutions so that our engineers valuable time is spent creating the most optimized, useful and customer approved products.

### CREDERA

In User Experience Design Consultation, I've served with brilliant minds designing SaaS tools in the healthcare, food services and production & manufacturing staffing industry as well as mobile/web apps for various industries. I learned so much here.

### ROAM

One time my famed graphic design professor, Dirk Fowler, said something like, "Design can be as simple and important as helping someone find the restroom." So, two weeks after graduating from Fine Art school, I took a job doing that. As a user experience design lead for ROAM, I designed fancy interactive signage for fancy downtown buildings used for way-finding and more.

### DESIGNY

Honestly, this company was created so I could have creative conversations, and get paid doing it. Designy is a creative consultancy, but mostly it's my brain, getting with other peoples brains, helping those brains speak to the brains they're trying to help. I give visual language advice, with a big socially responsible heart. Designy helps people communicate visually.

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## Proficiency

### I WON'T DIE INSIDE IF YOU ASK ME TO USE:

- Any Adobe Product, Eve
- Invision
- Figma
- Sketch
- WIX
- Webflow, Bubble, the like
- Hubspot
- Mailchimp
- Instapage
- Shopify
- Wordpress

## Core Values

### THOUGHTFULNESS

I work with thoughtful anticipation of others, strong concepts, and rock-solid rationale. I believe all design must be done with thoughtful consideration.

### SOCIAL RESPONSIBILITY

I do everything with a good moral compass. I do not contribute to design pollution, instead my hope is to leave the world/client/project/friend better than I found it.

### AMBITION

I have faith in my big ideas and make them happen with the resources on-hand. I am self-driven, scrappy, and ruthless to the cause.

### TIMELESSNESS

My designs are not to be affected by the passage of time or changes in trend. I create work that sustains itself through its message, authenticity, and accuracy towards its subject matter.

### LOVE

Design is a labor of love, it's the only reason for doing it. I love the world, others, my clients and my craft. Without love, this trade ceases to be more than mere decoration; love transcends time.

THANK YOU FOR YOUR CONSIDERATION

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## TEXAS TECH UNIVERSITY

### BACHELOR OF FINE ARTS, COMMUNICATION DESIGN & ADVERTISING

Lubbock, TX | September 2009- May 2014 | stephanysheabradford@gmail.com

## JANIIS

### CREATIVE DIRECTOR, USER EXPERIENCE PRODUCT OWNER, CUSTOMER SUPPORT

Salt Lake City, UT | June 2017 - June 2020 | Reference: Jason Hahn, JANIIS CEO | 208-220-9205

- Directed the strategy, execution and evolution of the JANIIS visual identity to ensure a consistent and compelling voice across all customer touch points
- Set and managed UI/UX design conventions for our software, designed and maintained the platform style guide leveraged by O engineers
- Audited customer's daily process in-office, lead training, and managed support enabling me to quickly design and test solutions so that our engineers time was spent creating the most optimized, useful and customer approved products.
- Designed and managed the JANIIS website, landing pages, email marketing campaigns, trade show booths, social media ads, fundraising/presentation decks, custom illustrations and all print and digital marketing collateral
- Managed all design projects from conception to execution to final product both print and digital, as well as schedules and budgets

## DESIGNY

### OWNER, CHIEF CREATIVE OFFICER

Dallas TX | July 2016 - June 2017 | Reference: Marty Martinez, Social Revolt CEO | 816-813-3908

- Provided auditing, consultation and strategy for branding, user experience and promotional campaigns
- Led branding workshops to align organizations' visions with a brand position relative to their target audience
- Executed full brand, print and digital collateral design, website design, and sponsorship or promotional deck creation
- Leveraged creative partnerships with freelancers and social media companies
- Created itemized estimates, budgets and proposals
- Managed multiple projects from concept through production and delivery, including all client engagement

## CREDERA

### USER EXPERIENCE DESIGN CONSULTANT

Dallas, TX | October 2015 - July 2016 | Reference: Scott Covington, Managing Partner | 972-692-0010

- Provided user experience design and consultation for enterprise systems, SaaS applications, mobile applications, and B2B, B2C and eCommerce websites
- Leveraged research to align information architecture, user interfaces, and user interactions with the unique behaviors, motives and needs of the user
- Developed pragmatic strategies based on user and business needs through contextual interviews, persona development and deep understanding of a client's industry
- Trained and participated in scrum methodology and design-thinking based development

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## ROAM

### USER EXPERIENCE & GRAPHIC DESIGN LEAD

*Dallas, TX* | *June 2014 - October 2015* | *Reference: Nick Clark, Former ROAM CEO* | 214-478-6591

- Improved upon existing touchscreen directory interface
- Developed the interface for ROAM's first non-touch directory
- Oversaw and aided in all design concepts and executions
- Managed multiple projects from concept through production

## IDEA GROVE

### GRAPHIC DESIGN INTERN

*Dallas, TX* | *May 2013 - August 2013*

- Designed ebooks, white papers, case studies and infographics for B2B clients
- Created custom landing pages, banner ads, and email newsletters for websites
- Designed popovers to increase subscription rates on blog pages
- Produced social media banners for Facebook, Twitter, Google+, LinkedIn and Youtube
- Assisted in the re-design of Idea Grove's website

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## TEXAS TECH AAF NSAC AD TEAM, MARY KAY

### CREATIVE DIRECTOR

*Lubbock, TX* | *September 2013 - June 2014*

- Helped lead team to 1st place in District, 2nd place in Semi-Finals, 3rd place in Nationals
- Oversaw all design concepts and executions
- Understood and employed creative team members unique skill sets to create a cohesive campaign
- Utilized research data and insights to further rationalize creative concepts