

Stephany Bradford
stephanysheabradford@gmail.com
806-252-1196
View My Work:
stephanybradford.com, janiis.com



I help people
communicate visually.

Education

Bachelor of Fine Arts, Communication Design & Advertising
Texas Tech University — Lubbock, TX
Fall 2009 to May 2014

Experience

Creative Director

JANIIS — Software Company, Salt Lake City, UT (Remote)

June 2016 - June 2020

- 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 JANIIS engineers
- Managed all design projects from conception to execution to final product both print and digital, as well as schedules and budgets
- Designed and managed the JANIIS website, landing pages, email marketing campaigns, trade show booths, social media ads, fundraising/presentation decks, custom illustrations and all tangible/digital marketing collateral

Owner & Chief Creative Officer

Designy LLC — Consultancy, Dallas, TX

July 2016 - Present

- 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 services such as logo design, 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

User Experience Design Consultant

Credera — Management Consulting and Technology Solutions Firm, Dallas, TX

October 2016 - July 2017

- 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

Continued 

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Experience Continued

UI/UX Design Lead and Graphic Designer

ROAM Directories — Commercial Real Estate Hardware and Software, Dallas, TX

June 2014 - September 2014

- 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

Creative Director

Texas Tech AAF NSAC Advertising Team, Client: Mary Kay

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

Graphic Design Intern

Idea Grove - Inbound Marketing Firm, 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

Graphic Design Intern

The Price Group - Full Service Marketing Agency, Lubbock TX

August 2012 - May 2013

- Collaborated with the creative team, account executives and other interns
- Worked independently on projects for local companies, organization and professionals
- Created logos, e-blast, invitations, and signage
persona development and deep understanding of a client's industry
- Art directed a seasonal, philanthropic campaign benefiting Women's Protective Services

Thank you for your consideration.