

STEPHANY BRADFORD

Dallas, TX - Open to Relocation | 806-252-1196 | sevenxy@proton.me

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GLOBAL LEADERSHIP & MANAGEMENT

Expert at leading product, engineering, design teams and accelerating strategic initiatives cross-org

PRODUCT MARKETING AND SALES

Proven track record of landing multi-million dollar client partnerships via strategic product marketing and product demos

PROJECT DELIVERY

Skilled in managing end-to-end project lifecycles, ensuring timely and within-budget deliveries

CLIENT INTERACTION

Strong in maintaining client relationships, with a knack for aligning stakeholders' vision with functional deliverables

TECHNICAL PROFICIENCIES

Advanced Prompting - AWS Certified, Grok, OpenAI, Claude, Clickup, Jira, Adobe Suite, Sketch, InVision, Figma, UXPin, Shopify, Wix, WordPress, Working Knowledge: React, Python, Java

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HEAD OF PRODUCT, FRONT ROW GROUP - NY, NY

SEP 2024 - SEP 2025

Landed \$5M+ in Client Partnerships via strategic Product Marketing, Product Demos, and intense sales team collaboration.

Scaled department from 3 to ~25 international engineers, leading 2 product managers and 1 UX team to execute strategy and revitalize application UI/UX for modern, fully mobile-friendly experience.

Achieved parity with industry leaders in under 1 year, grew user engagement 100%+

Vetted and created partnerships with best-in-class tech providers for a connected commerce experience resulting in exponential speed from client request to release.

ASSOCIATE DIRECTOR, USER EXPERIENCE | PATTERN - SLC, UT
[RECENT IPO ] OCT 2020 - APR 2024

Strategized team growth and dynamics by hiring, managing, and mentoring UX professionals, fostering a collaborative global environment.

Orchestrated bi-weekly design team reviews and one-on-one meetings to ensure high standards in design iterations and final outputs.

Provided decisive leadership in user testing initiatives and coordinated closely with engineering leaders to ensure seamless integration of design and technology.

SENIOR PRODUCT MANAGER | PATTERN - SLC, UT
OCT 2023 - APRIL 2024

Led the envisioning and implementation of product strategies, incorporating both long-term and immediate market needs.

Conducted agile workshops, enhancing cross-functional team efficiency and product outcome through continuous training and QA sessions.

Developed and maintained critical relationships with stakeholders, facilitating product adoption and iterative improvements based on user feedback.

Managed the product backlog, prioritizing tasks to align with strategic releases and business goals.

CREATIVE DIRECTOR, USER EXPERIENCE PRODUCT OWNER | JANIIS - SLC, UT
JUN 2017 - AUG 2020

Spearheaded the design and execution of a comprehensive visual and UX strategy, enhancing user engagement and brand continuity.

Enhanced product functionality through proactive audits and iteration based on direct customer feedback and usability testing.

Advanced the brand's market presence through targeted email marketing campaigns and robust digital and print advertising strategies.

CHIEF EXECUTIVE OFFICER, FOUNDER | DESIGNY - DFW, TX

AUG 2016 - JUN 2017

Directed branding and creative strategies, delivering innovative solutions that resonated with targeted audiences and drove engagement.

Cultivated strong relationships with freelancers and social media companies, broadening campaign reach and dynamic content creation.

Managed multi-project timelines and budgets, ensuring client expectations were met and often exceeded, resulting in long-term partnerships and repeat business.

USER EXPERIENCE DESIGN CONSULTANT | CREDERA - DFW, TX

FEB 2015 - AUG 2016

Provided UX consultation for SaaS applications and enterprise systems, leading to significant enhancements in user engagement and system usability.

Conducted extensive research and user testing to tailor design solutions that addressed specific client needs and industry challenges.

Played a key role in developing and mentoring a versatile team, fostering a culture of innovation and continuous improvement.

USER EXPERIENCE & GRAPHIC DESIGN LEAD | ROAM - DFW, TX

JUN 2014 - OCT 2014

Revitalized user interfaces for touch-screen directories, significantly improving interaction and user satisfaction.

Led the design and execution of all graphic design projects from initial concept through to production, maintaining high standards and branding consistency.

Managed comprehensive design projects, ensuring they met strategic objectives and were delivered on time and within budget.

GRAPHIC DESIGN INTERN | IDEA GROVE - DFW, TX

SUMMER 2013

Created dynamic visual content for B2B clients including e-books, white papers, and case studies that significantly increased client engagement.

Assisted in the redesign of the company website, enhancing user experience and reinforcing brand identity.

CREATIVE DIRECTOR, TEXAS TECH AAF NSAC AD TEAM | LBK, TX

2013 - 2014

Led a team to 3rd place nationally, 1st Place in District by creating unique product marketing and retail activation concepts into a \$1M full year long campaign strategy

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EDUCATION**TEXAS TECH UNIVERSITY**

2009 - 2014

Bachelor of Fine Arts, Art - Communication Design
Minor - Mass Communications, Advertising

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REFERENCES

Aaron Smith, Former CPO - Pattern
(425) 786-6661

Christian Tobler, Product Manager - Front Row
(385) 685-3538

Mitch Park, Former Sr. Director of Product - Pattern
(801)-602-5793