



# BRADLEY GREY

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## EXPERIENCE

### 343 Industries 11.2020 - Current

UX Designer

Just started my journey at 343, working on UX for current and future features for the Master Chief Collection as part of the publishing team

### 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