

Brad Villemagne

Oakland, CA | 804-512-7487 | bradvdesign.com | hello@bradvdesign.com

DIGITAL DESIGNER

Passionate and versatile digital designer with 10+ years of experience translating creative briefs into compelling visual solutions to build audience and deepen engagement. Proven ability to bring visions to life with a focus on conversion needs, business goals, and best practices. Seeking a remote or hybrid role to collaborate with a data-driven marketing team.

SKILLS

Hardware and Software

- **Expert:** Adobe Creative Cloud (Acrobat, Illustrator, Photoshop, XD), CSS, Figma, HTML, Sketch, WordPress, Wrike
- **Proficient:** After Effects, Google Analytics, Google Workspace (Docs, Slides, Sheets), SEO, Shopify, Slack, Webflow
- **Working Knowledge:** Asana, Drupal, Hubspot, JavaScript, Jira, jQuery, PHP, Premier, Salesforce Marketing Cloud

Process and Delivery

- A/B Testing, Adaptive Design, Agile, Atomic Design, Branding Guidelines, Design Iteration, Design Systems, Design Thinking, Human Centered Design, Information Architecture, Process Documentation, Project Management, Prototyping, Responsive Design, Storytelling, Usability Audits and Testing, User Flows, User Research, Wireframing

RELEVANT EXPERIENCE

Apple (via Hogarth)

Sunnyvale, CA (Hybrid)

Graphic Production Artist (Contract)

July 2024 - September 2024

- Partnered with developers and content teams to produce UI components, geo-specific product images for Apple Homepage and Apple Online Store, web banners, HTML emails, and collateral for global B2C marketing campaigns
- Conducted UX/UI QA process on 2000+ digital assets to identify and resolve gaps between design specifications and development code in production environments ensuring adherence to the highest standards
- Managed Git repositories and a digital asset management (D.A.M) system to improve collaboration and file access across distributed teams in a highly regulated environment

Academic Partnerships

Remote

UX/UI Designer (Contract)

June 2023 - December 2023

- Conducted and incorporated findings from A/B tests, user tests, and research to execute end-to-end design for websites and landing pages; improved enrollments by 32% on average for 65+ higher education clients
- Managed design systems, icon libraries, and stock photos in a D.A.M. to improve team collaboration and file access
- Conducted UX/UI QA process on 100+ websites and landing pages to identify and resolve gaps between design specifications and development code in a production environment

Apple (via Hogarth)

Sunnyvale, CA (Remote)

Graphic Production Artist

July 2020 - May 2023

- Partnered with developers and content teams to produce UI components, geo-specific product images for Apple Homepage and Apple Store, web banners, HTML emails, and collateral for global B2C marketing campaigns
- Delivered omni-channel collateral to support eight product launches, two WWDC events, and retail store needs
- Identified opportunities and contributed to workflow automation tools, process documentation and training videos to support quarterly onboarding of contract designers and full time employees
- Collaborated with content, development, and QA teams to identify and resolve bottlenecks in production workflows

Becker Media

Oakland, CA

Senior Visual Designer

January 2015 - September 2018

- Partnered with developers to execute end-to-end design for 100+ websites and landing pages, which increased enrollment conversions by 50% and decreased bounce rate by 30% on average for 36+ clients in higher education
- Worked closely with CEO and founder to understand business goals and agency brand; provided art direction and design for environmental graphics, trade show displays, one-sheets, and all branded collateral for dozens of events
- Collaborated with sales and content teams to create emails, banners, display ads, and social media collateral for omni-channel B2B campaigns that increased enrollment of new students by a 65% average
- Implemented a UX/UI QA process used on 100+ websites to identify and resolve gaps between design specifications and development code in production environments

EDUCATION

Associate Degree in Visual Communication • Brightpoint Community College • Midlothian, VA