

Brad Villemagne - Visual Designer

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

OVERVIEW

Experienced designer specializing in UX/UI design, visual design, collaboration, branding and creative direction. Proven track record creating digital experiences that align with user needs and meet strategic objectives.

SOFTWARE + SKILLS

Adobe Creative Suite, Sketch, Figma, Wordpress, Bootstrap, HTML, CSS, UX/UI Design, Research, User Flows, Wireframing, Prototyping, User Testing, Information Architecture, Interaction Design, Human Centered Design, Critical Thinking, Design Thinking, Time Management, Collaboration, Active Listening, Communication, Agile, Scrum.

RELEVANT EXPERIENCE

Freelance • Oakland, CA • (Hybrid) • UX/UI Designer • January 2019 - Present

- Execute UX/UI design for digital experiences; while aligning with user needs and strategic objectives
- Conduct user research, interviews, usability tests and ensured compliance to improve user experience
- Collaborate with stakeholders, developers, product and research teams to improve user experience

Academic Partnerships • Dallas, TX • (Remote) • Contract UX/UI Designer • June 2023 - December 2023

- Executed UX/UI design for responsive websites and landing pages; supporting 65+ university partners
- Partnered with product and research teams; analyzed data to inform design strategy and improve user experience
- Conducted user research, usability tests and ensured compliance to improve user experience
- Maintained and followed design systems, brand guidelines, icon and component libraries

Apple (via Hogarth) • Sunnyvale, CA (Remote) • Graphic Production Artist • July 2020 - May 2023

- Produced pixel perfect UI components and icons for Apple Online Store, Homepage and Apple Store App
- Supported 12 product launches, redesign of Apple Store buy flow, and 3 WWDC events
- Worked cross functionally and collaboratively to meet deadlines in a very fast paced environment
- Created web components from style guides and design systems for web and mobile applications
- Trained 6 team members, contributed to design process documentation and training videos

Becker Media • Oakland, CA • Senior Visual Designer • January 2015 - September 2018

- Led UX/UI design for responsive websites, increased conversions 70% decreased bounce rate by 40%
- Gather feedback from users, data and stakeholders to iterate designs and improve user experience
- Maintained and followed design systems, brand guidelines, icon and component libraries
- Worked collaboratively with creatives, developers, marketing and analytics to achieve business goals

Buzzstarter • San Francisco Bay Area • Visual Designer and Web Developer • November 2010 - January 2015

- Design and front end development for responsive landing pages, websites, and social media assets
- Collaborated with product teams, researchers, stakeholders and developers in an agile environment
- Incorporated user feedback, stakeholder input, data and research findings into design iterations

EDUCATION

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