

SUMMARY OF QUALIFICATIONS

I am a passionate, goal-driven and versatile User Experience and Multimedia Designer with 5+ years of experience developing and implementing beautiful and effective interactive products. I also have an additional 7+ years of graphic design experience maintaining high quality standards in various design mediums while effectively communicating advertising and marketing concepts that support strategic business needs for both internal and external clients. I am a strong leader that consistently displays creative problem solving skills and guidance in order to address and resolve issues. I'm an advocate of being challenged by my peers - and in turn challenging them - to continually produce visually impressive and engaging products for the companies I'm employed by.

SKILLS

- The Microsoft Office Suite: Excel, Word, Access, and Power Point
- The Adobe Creative Suite 3 [Photoshop, Illustrator, InDesign, Dreamweaver & Flash]
- Standards and accessibility compliant XHTML & CSS and information architecture
- Search Engine Optimization and cross browser testing
- Usability testing
- Project management [Budget creation and estimation, project planning, resource management]
- Action Script (2.0 & 3.0), ASP, PHP & JavaScript

PROFESSIONAL EXPERIENCE

[05/08 - Current] **User Experience Designer** - Pearson Education

- Directed the design and user experience of interactive educational activities within Pearson's proprietary Pearson Success Net learning management system
- Coordinated various content and development groups through conception to design completion, ensuring an effective and efficient user experience while achieving educational goals
- Created and oversaw product requirements including wire frames, interaction flow charts, function specifications documents and style guides for numerous products
- Designed and developed prototypes to evaluate usability through various forms of user testing and analyzed outcomes to enhance user interactions and experiences.

[03/03 - Current] **Marketing Consultant** - Freelance

- Consulted with internal and external clients to develop and maintained a cohesive vision and message via corporate branding and marketing collateral
- Designed original creative collateral based off of client business goals and strategic needs in a variety of media
- Ensured the promotion of highly effective and efficient visual messages and application features stressing functionality, usability and overall information architecture
- Worked with executives providing art direction consultation and development of production materials for various, digital & non-digital, applications in film and video
- Managed: budget planning and goals, project work flow, internal and external complaints, personal and production based problem resolution.

[06/07 - 03/08] **Graphic Designer** - Go Daddy, Inc.

- Designed web concepts consistent with existing client strategies and message to expand marketing communications
- Collaborated with back-end developers to produce seem-less and innovative online concepts such as e-commerce integration, blogging & forums and database driven content
- Developed branding solutions for a broad base of business & industry technologies and organizations

PROFESSIONAL EXPERIENCE Continued

[12/01 - 03/03] **Graphic Designer** - Team Sport Outfitters

- Established and implemented graphic design division of an apparel printing business expanding sales and retail options
- Conceptualized and coordinated with client goals to design original and creative apparel solutions

EDUCATION EXPERIENCE

[1999 - 2000] **Bachelors of Computer Engineering** - Arizona State University

PORTFOLIO AVAILABLE ONLINE AT WWW.BRADLEYWIATR.COM

REFERENCES AVAILABLE UPON REQUEST