

# Bradley Molenda

Creative Director/ UX + UI Lead

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## Summary

Creative Director & UX/UI lead with 13+ years experience producing user-centric design solutions for web and mobile. Takes pride in developing innovative product experiences while keeping both the users needs and business objectives in mind.

## Profile

- Visual Design/Interactive Media at The School of the Art Institute of Chicago
- Experience as a team lead and an independent designer in an agile environment
- Constant student inside and outside the office
- Avid adventure taking on outdoor challenges including OCRs and trail races

## Skills

- UX Research
- Creative Meeting Facilitator
- Team Leader and Contributor
- Strategic Creative Planner
- Project Coordinator and Implementer
- Industry Observer and Continuous Learner

## Experience

### **Veyo, San Diego, CA 2015 to Present:** Creative Director & UX/UI Lead

- Oversaw and evolved the visual brand style and design system across all touching points, including: branding, marketing, mobile, and software
- Built and led a UX/Creative Design team, mentored young designers while producing high quality design work for product and marketing teams
- Lead designer on the development of a new call center web product that lowered call times, grievance rates and data entry errors
- Established UX design process including research, usability testing, collaborative workshops and design documentation

### **Digital Operative, San Diego, CA 2011 to 2015:** Design Director UX/UI

- Interacted with clients from concept to launch, leading meetings, presenting projects and adapting to changes
- Managed and facilitated the UX/UI direction for award winning ecommerce websites, online applications and mobile apps
- Led and fostered the ongoing participation of 2 designers and interns

### **Motiva79, San Diego, CA 2008 to 2011:** Co-Founder & Creative Director

- Co-founded a small startup aiming to provide small businesses a turn-key, all-in-one marketing tool
- Concepted and created a DIY SaaS fully-integrated platform
- 360 management of clients, office, vendors, budgets, profitability and independent contractors

## Education

### **B.A. Visual Communications and Interactive Media:** May 2005

The School of the Art Institute of Chicago, Chicago, IL

### **A.A. Visual Communications and Web Master Certificate:** May 2001

Milwaukee Area Technical College, Milwaukee, WI

## Programs

Adobe CC, Axure, Sketch, Figma, Abstract, Zeplin, InVision, Microsoft Office

## Fun

Family, Friends, Running, CrossFit, Reading, Learning and Watching Movies

*View additional experience on LinkedIn*