

# Brad Molenda

Dynamic product design leader, inspired by accessibility, culture and community, specializing in user-centric design solutions.

San Diego, CA  
(773) 983-3988  
bradmolenda619@gmail.com  
bradleymolenda.com  
password: SDsunshine

## SUMMARY

My passion for delivering elegant solutions to complex challenges is backed by a proven track record in user experience, interface, and product design. I thrive in leading and managing multiple projects simultaneously under high-pressure deadlines, paying meticulous attention to the details. Proficient in all facets of product design, from user research and workshop facilitation to low-fidelity prototyping and visual UI design. With strong written and verbal communication skills, I collaborate and lead teams seamlessly throughout the design process.

## EXPERIENCE

### Airspace — Sr. Product Designer

FEBRUARY 2021 - PRESENT

- Led a high-performing mobile team, increasing app acceptance rates by 15%, and reducing service failures by 25%.
- Collaborated with cross-functional stakeholders to gather requirements, plan out design projects and manage project schedules.
- Conducted user research, facilitated workshops, designed UX flows, built prototypes, prepared hand-off files, conducted design QA, and set up post launch research activities.
- Orchestrated innovation sprints to generate product concepts and validated solutions that shaped the strategic direction leading to a decrease of outbound calls by 42%.
- Played a pivotal role in the adoption of Figma across the design team, and helped establish a new design system that elevated the team's capabilities.

### Veyo — Lead UX/UI Product Designer

SEPTEMBER 2015 - FEBRUARY 2021

- Collaborated with stakeholders to define requirements for features for mobile and desktop apps. Consistently met project milestones within specified timelines.
- Led the design of a new call center portal that reduced grievance rates by 65%, call times by 5%, and duplicate trip creation by 72%.
- Developed a UX process that included kick-off meeting, research,

## SKILLS & EXPERTISE

### Productive Tools:

Google Suite (Doc, Sheet, Presentation, Forms, Drawings) MS Office Suite (Word, Excel, Powerpoint, Outlook, Publisher)

### Creative & Prototyping Tools:

Figma, Balsamiq, Sketch, Invision, Adobe Suite (Photoshop, Indesign, Illustrator, Premiere Pro, After Effects) HTML, CSS

### User Testing Tools:

Pendo, Usability Hub, Google Forms, Usertesting.com, Typeform

### Service Tools:

JIRA, Confluence, Slack, Miro, Mailchimp, Asana, Wordpress

### Methodologies:

Agile Development, Lean UX, Continuous Discovery Habits, Product-led growth

### UX/UI:

UX Research, Strategic Creative Planner, Creative Workshop Facilitator, Project Coordinator and Implementer, Team Leader and Contributor, Industry

workshops, user testing, and hand-off.

- Prepared files for partners: user flows, ui designs, extensive design specs, component usage and interactive prototypes.
- Effectively managed a team comprising two designers and three design interns, seamlessly juggling both leadership responsibilities and individual contributions.

## Digital Operative — Lead UX/UI Designer

FEBRUARY 2011 - SEPTEMBER 2015

- Engaged with clients throughout the project lifecycle, presenting projects, and accommodating evolving requirements.
- Managed and facilitated the design process for e-commerce websites, and web/mobile apps delivering user-centric solutions.
- Fostered seamless collaboration between cross-functional teams, defined IA, designed lo/hi-fidelity designs and hand-off files.
- Led and mentored a team of two designers and interns, nurturing a culture of productivity and innovation.

## Motiva79 — Design Lead

FEBRUARY 2008 - FEBRUARY 2011

- Co-founded and managed a startup that delivered comprehensive digital marketing solutions to agencies, large corporations, and small businesses.
- Conceived and developed a fully-integrated DIY SaaS marketing platform that provided an intuitive and seamless user experience for small businesses to collect leads and drive customers to their business.

## EDUCATION

### School of the Art Institute of Chicago — Chicago, IL

BFA, Interactive Design

Developed skills to create impactful designs for various mediums, including print, digital platforms, advertising, motion graphics, branding, and user interfaces.

### Milwaukee Area Technical College — Milwaukee, WI

AA, Visual Communications

Gained proficiency in design software, information architecture, interactive design, prototyping, and digital media.

Observer and Continuous Learner

## LEARNING

Nielsen Norman Group

NN/g UX Management Certificate

General Assembly

2-Day Product Design Bootcamp

Rapid Innovation Workshop

IDEO

Impactful Presentations Online Course

MATC

Web Design Certificate

## FUN

Family, Friends, Trail Running, CrossFit, Reading, Learning and going to Movies