

## SENIOR PRODUCT DESIGNER

# Casey Bradford

## WORK EXPERIENCE

### FREELANCE PRODUCT DESIGNER

January 2020 - current

**The Culinistas** connects users with private chefs for in-home parties, meal prep and cooking classes. I worked on website rebrand, component library, and enhanced capabilities for booking through the website.

**Ellipsis Health** uses voice data to identify early signs of anxiety in depression. I worked with the Head of Product to build and test conceptual prototypes for integrations with insurance providers, college campuses, and a mental health app. Our concepts helped Ellipsis secure \$30 million in funding.

**Irth** is a place for black and brown women to review hospitals and doctors involved in their birthing experiences. I worked to launch the MVP of the app by making UI updates regarding branding and usability.

Other projects include experiences for Six Bells, a store selling country-inspired homewares, Enkasa Homes, a tool for home remodeling, and Drink Lili, a non-alcoholic beverage brand.

### SENIOR PRODUCT DESIGNER AT ZOLA

November 2021 - October 2023

Zola is the leading consumer platform for all things wedding, including websites, registries, invitations, and vendor marketplace. We saw 5.3M monthly unique users.

I led the design for Zola's iOS app utilized by 40,000 daily active users and was able to improve the app's onboarding completion by 66%. I spearheaded the launch of key products like the baby registry and wedding budget tool. Additionally, I mentored junior designers, managed the mobile team's component library, and led user research to enhance the Zola web and app home page.

## CONTACT

925 818-7708

[caseybradford@gmail.com](mailto:caseybradford@gmail.com)

[caseybradford.club](https://caseybradford.club)

## EDUCATION

BA in Design Media Arts, UCLA

UX/UI Bootcamp, DesignLab

## SKILLS

User Research

Usability Testing

Wireframing

Prototyping

Design Systems

Mobile Best Practices

Cross-team Collaboration

Communication

## TOOLS

Figma

Usertesting.com

After Effects

GitHub

HTML/CSS

React

## **PRODUCT DESIGNER AT CORE**

*February 2021 - August 2021*

AlleyCorp is a venture capital firm that has invested in and built companies such as MongoDB, Gilt Groupe, and Nomad Health. Under AlleyCorp, I worked on a company called Core, which was a marketplace for fitness creators.

I conducted thorough user research, creating innovative 0 to 1 concepts that I presented directly to the board. With a focus on user engagement, I built B2C interfaces for both web and iOS platforms, ensuring a seamless experience across channels.

## **DESIGN MANAGER AT FLATIRON SCHOOL (ACQUIRED BY WEWORK)**

*January 2018 - August 2020*

Flatiron School is a coding bootcamp with courses in software engineering, data science, cybersecurity and product design.

As the Design Manager, I led visual communication for ads, collateral, and presentations. I managed two junior designers, collaborated with agencies, and initiated a creative review process. I revitalized the style guide, enhanced photography, and supported 12 new campus launches. I also oversaw the design process for a \$1 million monthly ad budget, surpassing campaign goals through creative optimization in imagery and copy.

## **ART DIRECTOR AT VAYNERMEDIA**

*August 2016 - August 2017*

VaynerMedia is a digital agency specializing in social media strategy. During my time there I was dedicated to the Chase Sapphire business. I helped plan and execute video and photo shoots to create assets for paid social campaigns and regularly presented work to clients.

## **INTERESTS**

Sewing my own clothing

Trying every sake bar near me

Learning to oil paint

Traveling to new places