B

BRAD SANT
USER EXPERIENCE DESIGNER
(650) 898-9321
hello@bradsant.com
www.bradsant.com

EDUCATION

Brigham Young University – Idaho (DEC 2014)
Bachelor of Arts – Graphic Design

EXPERIENCE

issuu (NOV 2016 – PRESENT)
User Experience Designer
Delivering data-driven end-to-end solutions that help define product vision. Contributing to high-level strategic decisions with product and executive teams. Demonstrating solid leadership skills via strong communicative partnerships with product managers and engineers. Providing product direction in defining goals for issuu readers and publishers.

Big Monocle (JAN 2015 – OCT 2016)
Graphic Designer, UI/UX
Lead user experience research and digital design at Silicon Valley full-stack creative agency. Crafted effortless and meaningful experiences that connect people to brands at an emotional level — from growing startups to Fortune 50 brands. Adapted and streamlined processes within an agile approach to observe, imagine, and iterate on product design, branding and identity, and diverse marketing-driven campaign strategies.

Aqua Ultraviolet (OCT 2013 – DEC 2014)
Lead Designer & Photographer
Created nationally-distributed magazine advertisements. Cooperatively coordinated marketing strategies for print, web, and video. Rebuilt the company's corporate identity with a clean, modern aesthetic as the single in-house designer.

Outdoor Learning Center (DEC 2012 – JUL 2013)
Lead Designer & Marketing Strategist
Redesigned and branded team-building recreation center's website. Distributed university-wide advertisements to increase attendance growth-based activities for groups and couples. Directed marketing strategies and design, which improved ticket sales by more than 60% quarter after quarter.

EXPERTISE

Quantitative/Qualitative & Ethnographic Design Research
Lean Usability Testing, Agile Development Processes & Documentation
Wireframing, Info Architecture & Rapid Prototyping
Cross-team collaboration, influencing & defining product decisions
Leading Large-Scale Presentations & Client/Stakeholder Relations
Communicative partnerships with product managers and engineers
Product Management, Creative Direction, Marketing & Product Strategy

TOOLS

Latest Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
Basecamp, Trello, Slack, HipChat, Harvest, Video Conferencing
Microsoft Office, Keynote, Google Apps (Docs, Sheets, Slides, Forms)
Sketch, InVision, POP, Flinto, Principle, CMS (Wordpress, Squarespace, Drupal)