

BRAD VILLEMAGNE

Visual Designer

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bradvdesign.com

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Experience

Freelance • Visual Designer • Jan. 2007 - Present

Graphic Design, User Experience and Interface Design, Front End Development, Display Ads, Email, Wordpress, eCommerce, SEO, Google Analytics, Identity, Logo and Branding. Business and Tradeshow Collateral, Outdoor Advertising.

Becker Media • Senior Designer • Jan. 2015 - Sep. 2018

Incorporated best practices in UX/UI Design for responsive web pages including Landing Pages, SEO and Micro Sites, Email, Digital Display, Print. Creative Direction for tradeshow materials, resources and internal marketing collateral. Lead growth of creative team to meet the needs of a full service agency.

iLeads.com • Web Designer • Jun. 2012 - Sep. 2014

Designed websites, landing pages, HTML Email and digital ad campaigns for lead generation in the mortgage, insurance and real estate markets. Translated business goals into interactive solutions. Introduced responsive design and UX/UI best practices for all web projects.

Lead Click Media • Web Designer • Jun. 2008 - Nov. 2010

Designed Websites, Landing Pages, HTML E-mails, Banners and Marketing Collateral in for Paid Media, Lead Generation, Display Advertising and Affiliate Networks. Leveraged CPM and CPA campaigns, conversion analytics and improved user experience to build effective web presence, brand strength, increased visibility for clients.

Signs By Tomorrow • Graphic Designer • Jul. 2005 - Feb. 2006

Designed and produced large scale outdoor and indoor visuals. Worked in product production independently and as a small team. Managed project workflow to deadlines and design resources.

Buddy's Printing • Design and Production • Jul. 2004 - Apr. 2005

Designed and produced business cards, brochures, catalogues and tradeshow collateral. Introduced project management solutions, improved shop workflow and accuracy.

Skills

Tools

Photoshop
Illustrator
Indesign
Acrobat
Sketch
Atom
GIT

Web

HTML
CSS
PHP
JavaScript
SEO
Wordpress

Print

Outdoor Advertising
Screen Printing
Offset Printing
Production
Tradeshow Collateral

Methodologies

User Funneling
User Experience
Co-Design
Creative Direction
Wire Framing
Story Boarding

Education

John Tyler Community College
Visual Communication
Fall 2002 - Spring 2005