

# Brad Villemagne

## VISUAL DESIGN DIRECTOR

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### Experience

#### Senior Designer | Becker Media | Jan. 2015 - Sep. 2018

Lead creative direction and user experience design for 25+ web properties; landing pages, micro-sites and SEO sites. Managed projects and resources across creative and marketing teams, other designers, developers and vendors. Introduced best practices for user-centric design. Partnered with senior management to create collateral consistent with company. Ensured brand consistency, compliance and user accessibility for company as well as clients.

#### Visual Designer | Freelance | Jan. 2007 - Current

Consultant focusing on creative direction, user interface design, product and website development, identity and branding development in B2B and B2C environments including; DocuSign, Sephora, Mozilla, Outdoorsy, CafePress, Method and Schoola. Offered timely, resourceful and creative solutions to issues. Partnered with management, marketing teams and sales executives to create collateral meeting goals and objectives.

#### Visual Designer | iLeads.com | Jul. 2012 - Sep. 2014

Designed websites, landing pages, HTML Email and digital ad campaigns for lead generation in the mortgage, insurance and real estate markets. Introduced responsive design, UX and UI best practices. Partnered with senior management to ensure objectives and goals were met within deadlines and budget. Managed projects, other designers and coordinated with development teams.

#### Web Designer | Lead Click Media | Jun. 2008 - Nov. 2010

Worked with a small agile team designing marketing collateral including landing pages, email campaigns, display ads and print collateral in a B2B Environment. Leveraged CPM and CPA campaigns, conversion analytics and improved user experience to build effective web presence, brand strength and increased product visibility for clients.

### Applications

Photoshop  
Illustrator  
Indesign  
Acrobat  
Sketch  
Atom  
GIT

### Web

HTML  
CSS  
PHP  
JavaScript  
SEO  
Wordpress

### Print

Outdoor Advertising  
Screen Printing  
Offset Printing  
Production  
Tradeshow Collateral

### Methology

Creative Direction  
Branding  
Co-Design  
User Experience  
Wire Frames  
Story Boards

### Education

John Tyler  
Community College  
AA Visual Communication  
2002 - 2005