

Brad Villemagne

VISUAL DESIGNER

hello@bradvdesign.com

804 512 7487

bradvdesign.com

Experience

Contract Visual Designer | Marcus & Millichap | Mar. 2019 - Jul 2019

Worked with small team designing and producing marketing and event collateral including HTML Emails, websites, tradeshow displays, event signage, invitations, announcements and graphics for over 2,000 sales agents. Worked with outside vendors, managed projects and resources to meet deadlines, event dates and business goals.

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

Lead creative direction and user experience design for over 25 wordpress based sites; landing pages, micro-sites and SEO sites. Also designed tradeshow materials, icons, and pattern libraries. Helped build a small creative team to include developers and other designers. Managed projects and resources and Introduced best practices for UX and responsive design. Used data to inform design decisions and regularly partnered with senior management to develop and elevate internal brand identity.

Visual Designer | Freelance | Jan. 2007 - Current

Areas of expertise include branding, packaging, presentation, data visualization, print, UI and web design in B2B and B2C environments including; DocuSign, Sephora, Mozilla, Outdoorsy, CafePress, Method and Schoola. Partnered with management, marketing teams and sales executives to create collateral meeting goals and objectives while elevating brand and improving user experience.

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

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

Contract Visual Designer | DocuSign | Sep. 2011 - Feb. 2012

Worked under art director producing digital and printed marketing collateral including landing pages, digital ads, emails and brochures. Interpreted creative briefs, analytics and style guides to produce on-brand deliverables for marketing and sales teams company-wide. Presented ideas and concepts to internal stakeholders and constructively incorporated feedback. Conducted user testing and research facilitating product launch.

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 to inform design processes. Interpreted creative briefs, analytics and style guides to produce on-brand deliverables for marketing and sales teams company-wide.

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

Methods

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

Education

John Tyler
Community College
AA Visual Communication
2002 - 2005