

# Brad Villemagne

## VISUAL DESIGNER

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## Experience

Contract Production Designer • DHC Cosmetics • 1/2020 - 2/2020 • Alameda, CA

Designed and produced assets for responsive websites, emails and social media. Worked with Creative Director to expanded internal design systems and branding guidelines. Worked cross functionally with product experts, art directors, account executives and project managers to gather and deliver creative requirements to meet business goals with consumer needs.

Production Designer • Firewood Marketing • 10/2019 - 11/2019 • San Francisco, CA

Designed and produced responsive emails, website components, social media assets and print material. Applied and extended brand guidelines in a B2B agency environment for clients including; LinkedIn, Google, YouTube. Managed and organized servers, files, templates and internal assets. Insured visual quality and compliance with creative directors, project managers, account executives and outside vendors.

Contract Visual Designer • Marcus & Millichap • 3/2019 - 7/2019 • Walnut Creek, CA

Designed and produced marketing and event collateral including; banners, icons, responsive websites, emails and social media assets for over 2,000 agents in a B2B environment. Worked with account managers, sales and marketing teams to develop and execute creative strategies to meet deadlines and business goals. Extended style guides, components, pattern libraries and brand guidelines and worked with outside vendors.

Senior Visual Designer • Becker Media • 1/2015 - 9/2018 • Oakland, CA

Lead visual design strategy to support multi channel marketing campaigns including digital and print in a B2B agency for a highly-regulated industry. Used data and research to determine best practices to improve usability and experience in web applications including responsive landing pages and micro-sites. Improved and developed user funnels, User Interfaces and responsive design practices. Rapidly iterated visual solutions for mobile, tablet and desktop presentation. Developed and extended branding guidelines, style guides and component libraries. Lead production work to ensure brand and strategy execution, managed projects, worked with outside vendors and freelancers.

Visual Designer • iLeads.com • 7/2012 - 9/2014 • Oakland, CA

Supported account teams with marketing collateral including responsive websites, landing pages, emails, icons and social media assets in a highly-regulated B2B environment. Optimized and contributed best practices for responsive design, user interfaces, templates and components. Partnered with senior management to translate briefs into visual strategies, optimizing user interfaces and funnels to improve experience and conversions. Lead production work to ensure brand and strategy compliance.

Contract Visual Designer • DocuSign • 8/2011 - 2/2012 • San Francisco, CA

Collaborated with designers, developers and sales teams producing digital and printed marketing collateral; 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. Conducted user testing and research during and after product launch. Presented ideas and concepts to internal stakeholders and constructively incorporated feedback.

Graphic Designer • Lead Click Media • 6/2008 - 11/2010 • San Francisco, CA

Worked with a small agile team designing marketing collateral; landing pages, email campaigns, display ads and print collateral in a highly regulated 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.

## Applications

Photoshop  
Illustrator  
InDesign  
Acrobat  
Sketch  
Figma  
InVision  
Atom  
GIT

## Web

HTML5  
CSS  
PHP  
JavaScript  
SEO  
Wordpress  
Responsive Design  
iOS

## Print

Outdoor Advertising  
Screen Printing  
Offset Printing  
Tradeshaw Design  
Marketing Materials

## Methods

Creative Direction  
Branding  
Co-Design  
User Research  
Wire Frames  
Rapid Prototyping  
Story Boards  
Agile Process

## Education

John Tyler  
Community College  
AA Visual Communication  
2002 - 2005