

# BRAD FARRELL

Austin, TX | [linkedin.com/bradjfarrell](https://www.linkedin.com/in/bradjfarrell) | Portfolio: [bradfarrell.com](http://bradfarrell.com)

## SUMMARY

UX designer with a strong background in visual design and 5 years of experience designing cohesive design systems. Worked on more than 40 websites across desktop and mobile to help businesses across multiple industries increase user engagement and revenue.

## SKILLS

User Experience Design

Project Management

Web Design

Conversion Rate Optimization

Wireframing

Rapid Prototyping

Visual Design

Typography

Advertising / Marketing

Adobe XD

Adobe Creative Cloud

Responsive Design

HTML / CSS / Javascript

Git / Github

Google Analytics

## WORK HISTORY

### UX / Visual Designer

Independent Contractor | Austin, TX

*September 2017 - Present*

- Designed templates, documents, and design systems for Curion's B2B-facing materials.
- Consulted and designed pages and branding for an ecommerce startup.
- Completed contract work designing marketing materials and presentations for various clients.
- Translated data into infographics to make it easier for clients to present products and services.

### UX & CRO Designer

Conversion Fanatics | Austin, TX

*November 2018 - February 2020*

- Designed A/B tests for 40+ websites to create user-friendly and higher-converting user interfaces.
- Built wireframes and UI mockups in Adobe XD to communicate ideas to clients and developers.
- Analyzed quantitative and qualitative data to guide test plans and offer solutions.
- Used HTML and CSS in browser developer tools to rapidly prototype and ideate.
- Streamlined the creative process to create a more efficient workflow that improved client retention.

### Graphic & Digital Marketing Designer

Scout Exchange | Boston, MA

*August 2016 - August 2017*

- Created and maintained a growing SaaS startup's design system and style guides.
- Designed high-converting landing pages and advertisements for Scout's performance marketing.
- Generated content and collateral to help streamline the sales process to acquire new business.

### Creative Intern

Hill Holliday | Boston, MA

*February 2016 - May 2016*

## EDUCATION

### Bachelors of Fine Arts - Graphic Design

Boston University, Boston, MA

Class of 2015 - Magna Cum Laude