

IAN BRADY - Design & Video

ianbrady.me

info@ianbrady.me

(630) 639 9703

 linkedin.com/in/ian-brady-design

BIO

- 10+ years experience in User Experience Design, User Interface Design, and Videography
- Adobe Certification in Adobe After Effects
- Graphic Design USA Health & Wellness Award Winner for Video Production/Design
- TEDx Speaker on Education, System Research, and Design

EXPERIENCE

Athletico Physical Therapy | July 2021 - Present

Video Production Specialist, promoted to Senior Designer, Video & UX (2023)

- UX/UI advisor and consultant for Athletico's brand new Career Page
- UX/UI advisor and consultant for Patient Portal online registration experience
- Co-designer of Whitelabel UI redesign for Athletico's Remote Therapeutic Monitoring (RTM) App
- Created and animated United Center ribbon boards and jumbotron ads during Chicago Bulls games for full-stadium takeover and full 360 degree entertainment experience
- Edited large "It All Starts with Athletico" B2C commercial campaign that was targeted in every state with brand-presence and was aired on television, Hulu, Paramount+, and YouTube ads

Lions Clubs International (LCI), Oak Brook, IL | June 2019 - October 2020

UX / UI Designer

- Served as sole designer for 3 development teams across all of LCI
- Conducted research and designed new volunteer platform for all users
- Collaborated with 7 product owners, managers, and CTO to develop solutions and meet strict project deadlines
- Managed and redesigned projects ranging from small bug fixes to complete renovations of existing digital ecosystems
- Maintained positive feedback and consistent web traffic of 250,000+ users per month
- Redesigned platform to be ADA compliant with accessibility for users with visual impairments
- Identified and fixed bugs from initial platform development issues
- Implemented universal design across all products, ensuring accessibility and creating more cohesive branding across all desktop, tablet, and mobile applications
- Increased volunteer reporting (a key LCI Metric) by conducting research, interviewing users, and using user suggestions to design new reporting tool aligned with user goals

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EXPERIENCE (Cont.)

Lions Clubs International (LCI) (cont.)

- Collaborated with product owners to identify and create updates within LCI digital ecosystem
- Grew volunteer use due to increased user-friendliness
- Received positive reviews from key LCI members via Board of Directors

Webfoot Games (Contract), Lemont, IL | September 2018 - November 2018

UX, Game Designer & Writer

- Conceptualized with full animation mockups and video virtual reality (VR) and augmented reality (AR) experiences for the game "Ghost Hunter" on Magic Leap
- Wrote and co-designed "Super Chopper" remake created for Nintendo Switch and PC
- Drove development of Webfoot's successful AR interaction game that shifted company philosophy to real estate opportunities and artificial intelligence
- UX / UI consultant and writer for "Super Chopper" which was purchased by distributor
- "Super Chopper" had full release on popular gaming platforms such as Nintendo Switch and PC

DV8 Sports | August 2013 - February 2018

UX Designer, E-Commerce Specialist, & Videographer

- Managed UX and marketing for startup company on multiple online platforms, including WooCommerce and Shopify
- Developed video, microsite, graphics, and Facebook ads, converting interest and views into revenue
- Achieved \$85K in new golf product pre-orders in 30 days through successful Kickstarter

**Additional motion design and videography experience at Athletico, RedWave, and Sardis Creative in separate resume*

EDUCATION

Bachelor's in Digital Design

August 2013

Vancouver Film School | Vancouver, BC

Associates of Arts - Honors

June 2011

College of DuPage | Glen Ellyn, IL

SKILLS

Premiere Pro / DaVinci Resolve

After Effects / Cinema 4D

XD / Sketch / Figma / Zeplin

Microsoft Office / Visio

Jira / Trello / Teamwork

WooCommerce / Shopify

Online Safety & Security UX Protocols