Bria Bradshaw
Visual Designer

briabradshaw@gmail.com
linkedin.com/in/briabradshaw

Education

Texas State University

Bachelor of Science in
Anthropology, Minor in Biology

Skills & Tools

Wireframing
Rapid Prototyping
Design Systems
Design System Mgmt.
UX/UI Design
Brand Development

Figma
Sketch
Adobe Creative Suite
Zeplin
Storybook
Mural

Certifications

IBM Enterprise Design
Thinking Co-Creator

2021

IBM Enterprise Design
Thinking Practitioner

2021

What Others Say

"In an often chaotic, fast-paced environment, Bria has consistently demonstrated a calm, consistent, and positive work ethic - always willing to put in that extra bit of effort to create quality designs and visuals."

— Design Lead

"Bria is proactive in getting the project started, responsive to feedback, and super quick with turnaround times. In the midst of a maelstrom of projects and deliverables working with her was a breath of fresh air."

— UX Design Lead

Experience

IBM iX — Visual Designer   2022 — Present

- Developed and established a comprehensive design system that encompasses visual guidelines, design patterns, and UI components to ensure consistency and efficiency across all digital products and platforms.

- Drove the vision, product management, and/or project management of a design system of visual style, UI components, and other design concerns.

- Lead the visual and technical direction of the experience design, visual style, and technical tooling, with input from director-level peers of product design and development teams.

IBM Offering Mangement— Visual Designer   2021-2022

- Provided visionary guidance and expertise in shaping the visual and technical aspects of experience design, including the visual style and technical tooling, in collaboration with director-level peers from product design and development teams.

- Lead in designing and implementing user-friendly web interfaces and experiences

- Spearheaded user-centric design operations throughout the entire design lifecycle, ensuring seamless delivery from conceptualization to final product.

- Provided valuable insights and recommendations on design, business, client services, and product strategies.

- Collaborated closely with a team of front-end developers, design researchers, product managers, and experience designers on design processes and implementation strategies for new features and products

Reliant Immune Diagnostics — UX/UI Designer   2019 — 2021

- Assisted with design processes on mobile and web platforms for the telemedicine app MDBox from concept to implementation.

- Managed multiple design projects across various development teams

- Created UI style guidelines and helped to define and polish brand identity

- Collaborate with front-end developers and dev team on design processes and implementation strategies for new features and products

- Design retail partner marketing collateral, including in-store employee and costumer assets, landing pages, and email campaigns

- Assist marketing team with content creation for social media campaign