ALEX BRADLEY

UX DESIGNER

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EXPERIENCE

Co-Founder | Swivel Network

MAY 2020 - PRESENT, TORONTO, ON

- Co-founded Swivel, an AI platform connecting students with startups based on value & culture fit (secured $5,000 in seed funding)
- Led & designed workshops, competitor audits, customer research interviews, and user testing to develop Swivel's brand and strategy
- Designed and developed information architectures, user flows, wireframes, and working prototypes for promotional website and matchmaking web platform
- Conducted usability tests to define a simple, inviting, and engaging user experience
- Planned and successfully executed a revenue-generating networking event with five partnering firms and 100 students from across Canada

Freelance Web Designer | Eleven Elfs

SEP - DEC 2020, TORONTO, ON

- Responsible for redesigning and updating an e-commerce site, which led to an online conversion rate increase of 458% and sales increase of 229%
- Created wireframes, mockups, and user flow maps to define a seamless user experience
- Designed an intuitive and engaging website and created a customized and optimized Shopify site using CSS/HTML

Account Coordinator Intern | Publicis, Ove Brand & Design

SUMMER 2018 & 2019, TORONTO, ON

- Analyzed and audited numerous competitor and comparator brands to create brand strategy and identity audits
- Assisted in communications and facilitated meetings and brand strategy and identity workshops between the client and the creative team

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

FEB 2021 - MAY 2021, TORONTO, ON

Smith School of Business, Queen's University | Bachelors of Commerce

SEP 2016 - APRIL 2020, KINGSTON, ON

- D.I. McLeod Dean's List Scholarship 2018, 2019, 2020
- Queen's School of Business Entrance Scholarship

SKILLS

UI, UX, CSS, Branding Strategy, Branding Design, Graphic Design, Social Media, Business Strategy, Project Management, Figma, Sketch, InVision, POP App, Optimal Sort, Principle, Adobe Creative Suite (Adobe XD, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Premiere)

CERTIFICATIONS

Google Ads Fundamentals
2017

Scuba Diving License-Open Water Certification
2014

PROFILE

Human-centered design is what excites, challenges, and inspires me.

I am eager to fuse my strategic business background with my passion for design and innovation to create exceptional user experiences that solve real problems and make a positive impact.