

BRADLEY BARRETT ELLER

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RÉSUMÉ

Experience

- OCT 2016 – PRESENT **Senior Visual Designer at IBM**
I help build products that use explainable AI to help humans recognize, recommend, and resolve issues across IT operations. I'm currently working on Instana.
- NOV 2013 – SEPT 2016 **Senior UX Designer at CA Technologies**
Created hundreds of components, patterns, and flows for CA's Extensible Design Language. Partnered with development to create a mature, robust, and organized React library.
- SEPT 2013 – NOV 2013 **Interactive Designer at Invodo**
UI design for touch applications for major retailers like Nike, Target, and CVS. I worked alongside producers and animators to deliver kiosk-based apps.
- OCT 2012 – AUG 2013 **Product Designer at Spiceworks**
Part of a team of designers, content strategists, and researchers working across multiple projects to launch new support and community services.
- FEB 2012 – AUG 2012 **Interactive Designer at LeapFrog**
Created homepage heroes, landing pages, and HTML emails for leapfrog.com. Enhanced user experience and boosted click-through rates by 30%, leading to promotion to Jr. Art Director.
- MAY 2009 – OCT 2011 **Designer Friend of Y Combinator**
Created websites, presentations and identity work for various YC-funded startups including: Cloud9, Archivd and Virtrue.
- OCT 2007 – MAR 2009 **Designer at tcg: The Communication Group**
Middleweight designer with a focus on the web at this boutique San Francisco-based design firm. I designed and developed the iPhone version of the agency's website.
- FEB 2005 – MAR 2007 **Senior Image Coordinator at Haggin Marketing**
I was the go-to Photoshop expert for this award-winning ad agency now known as SolutionSet (San Francisco). Clients included: Verizon, Amazon, and AMEX.

Education

BFA in Sculpture, Cum Laude, Drake University
Honors: Dean's List, Fine Arts Scholarship, Provost Purchase Award

Lorenzo Di Medici Art Institute, Florence, Italy