

Brad Simpson

I am a UI/UX designer and front end developer with over 15 years of professional experience. I own a small creative agency and love working directly with clients or as part of a development team.

Employment

2007 - Present

Swashbuckler Interactive - Owner / Designer / Developer

- Design clean, usable web sites that provide a clear navigation, intuitive information hierarchy, and engaging visuals.
- Develop standards-based web sites using hand-coded HTML, CSS, PHP, and jQuery.
- Research and adopt new practices such as responsive design, HTML5, and CSS frameworks
- Work with clients to develop project estimates, scope, resources, and timelines.
- Hire and manage skilled contractors when project needs demand it.
- Help clients define page goals and calls to action that align with their business goals.
- Ensure web sites meet strict standards of usability, accessibility, and browser compatibility.
- Develop effective CMS solutions for clients based on their content management needs.

1999 - 2007

Evolution Multimedia - Senior Designer

- Completed large-scale, high profile projects on tight deadlines for Fortune 500 companies like Maxim Magazine, Pepsi, and Anheuser-Busch
- Responsible for planning, design, and development of web sites
- Produced interactive web sites and CDs with Flash ActionScript
- Developed effective search engine optimization strategies for clients
- Produced and edited audio and video for promotional videos and interactive games

Skills

- Photoshop
- Illustrator
- Flash / ActionScript
- InDesign
- CodeKit
- Bootstrap
- Git
- Responsive Web Design
- HTML5 / CSS3
- JavaScript / jQuery
- Sass CSS
- PHP / MySQL
- WordPress
- Drupal

Education

1994-1998

Southern Illinois University - Carbondale, IL

- B.A. in Radio-TV, Mass Communications / Media Arts
- Specialized in Video Production
- Minor in Creative Writing.
- Interned with the writing team at Politically Incorrect at CBS in Hollywood, CA.

“ Brad is an excellent web designer who’s been a huge asset to my company. He consistently exceeds expectations on a variety of design projects and delivers on-time, high quality work.

Stuart Wall, *Signpost*

“ Brad is a huge asset to our firm - he is always responsive and is a great resource for all of the phases of my web design and development. I would highly recommend him to everyone.

Jessica Hoerman, *Tor Hoerman Law*

“ Working with Brad Simpson has been a pleasure. We knew very little about website development, but he supported us and walked us through the steps we needed to take.

Starr Pettway - *Downriver Community Health Services*