Vincent Radford

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Visual/UX Designer

With 8 years of experience in front-end and UX design, I have expertise in motion graphics, brand illustration, website navigation, and user engagement. I have consistently delivered results, such as a 25% increase in market reach within 2 quarters and a 20% reduction in bounce rate within 5 weeks.

WORK EXPERIENCE

Introverteed.com • Knoxville, TN, USA   **Jan 2024 - Present**

Designer & Illustrator of the products Plan, design, and develop a top-notch online store of apparel and other accessories geared toward the introvert-minded. Designs include t-shirts, coffee cups, hats and flags

Founder • Part-time

Anion Creative • Knoxville, TN, USA   **Jan 2021 - Present**

Front-end Designer/UX Designer

- Expanded Market Reach: Implemented innovative concepts, resulting in a 25% increase in market reach and a significant boost in overall sales.

- Boosted website conversion rates by 5% through the implementation of user-centered design principles, resulting in increased customer acquisition and revenue within 2 quarters.

- Crafted unique brand illustrations, increasing brand visibility and client retention by 15% within 3 quarters.

- Collaborated with Product Design staff to create a new branding campaign which resulted in a 5% increase in new client calls.

- Provided 7% faster website navigation support, resulting in increased user retention and positive customer feedback.

Site Organic • Lenoir City, TN, USA   **Jan 2013 - Dec 2018**

Website Designer & Customer Support

- Spearheaded the redesign of more user - friendly/intuitive website templates resulting in a 30% increase in user engagement and a 20% bounce rate reduction within 5 weeks.

- Developed detailed onboarding guides and personalized training for clients 40% increase in customer satisfaction, 25% decrease in support tickets within half a year

- Implemented best practices for performance optimization; faster load times and improved mobile responsiveness. Overall boost of site traffic by 35% and improved SEO ranking. Established proactive customer support system with follow-ups and resolution tracking. 50% client retention rate, 45% improvement of customer inquiry response times.
- Led a team of four in creating UI designs from user usability evaluation data and designed high definition prototypes improved user approval by 5%

Radio Systems • Knoxville, TN, USA   **May 2015 - Jul 2015**
Visual/Product Designer • Part-time

- Offered excellent support to users navigating through website by demonstrating functionalities.
- Developed an intuitive mobile-friendly website layout that accommodated 60% of user traffic; this adaptation enhanced accessibility and contributed to a notable uptick in mobile sales during peak shopping periods.

Mckee Foods • Chattanooga, TN, USA   **Jan 2011 - Dec 2013**
Lead Creative

- Conceived and Created compelling Storyboards, boosting viewer engagement and positive feedback by 20% within 7 weeks
- TECHNICAL SKILLS • Usability Testing • User Research • Animatics • Product Design • Prototyping • Interaction Design • Web Design • Information Architecture
- Planned and created designs for landing pages displaying pet smart products.

EDUCATION

Bachelor Of Fine Arts
University Of Tennessee • Knoxville, TN, USA

Bootcamp Diploma In Ux/Ui
Georgia Institue Of Technology

SKILLS

- Animatics, Best Practice, billing, Bootstrap, Brand Awareness, Branding Process, Cascading Style Sheet, color theory, color theory, Communication Architecture, Customer Retention, Design, Design Theory, Design Thinking, Figma Software, GitHub, Hypertext Markup Language, Information Architecture, Interaction Design, invoicing, Motion Graphics, Onboarding, Performance Tuning, Proactive Customer Support, Product Design, Product Design, Production Process, Prototyping, Responsiveness, Screen printing, typography, UI Design, Usability Testing, Usability Testing, User Engagement, User Research, User Research, UX Design, UX Design, Visual Studio Code, Web Performance, Web Template