

# VINCENT RADFORD



## VISUAL DESIGNER

Resourceful visual designer with extensive experience in website and graphic design, excels in user centered/ interface design and usability evaluations. Adept at leading multi-faceted teams to achieve effective digital solutions on time and on budget.

vincent@vincentradford.com

865.803.5299

Knoxville, TN

linkedin.com/in/vincent-radford-29b92314

instagram.com/introverted30

## WORK EXPERIENCE

### Founder/Owner

**Introverted.com, Remote** 2021 – 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.

### Lead Storyboard Creative

**Mckee Foods, Chattanooga, TN** End date: 2016

Contract/Freelance position: Improve brand identity within potential markets by conceptualizing and creating animated storyboards for Little Debbie television commercial campaigns. positively received by focus groups and earned the company extended contract.

### UX/UI Designer & Customer Support

**Site Organic, Lenoir City, TN** End date: 2021

Worked with the Site Organic (Under the Ministry-brands umbrella) brand and collaborated with developers and clients to successfully develop web based products and apps tailor made for the clients' needs.

- **User Research:** Collect church staff and congregation insights; create user personas, scenarios, journey maps
- **Information Architecture:** Design structured layout for seamless navigation
- **Wireframe Design:** Visualize user interface with basic sketches
- **Prototype Usability Testing:** Validate functionality and user experience with internal/external users
- **Interface Design:** Craft visually cohesive app/website, including logo and brand guidelines
- **Implementation:** Launch final product to enhance

## TECHNICAL SKILLS

- Usability Testing
- User Research
- Animatics
- Product Design
- Prototyping
- Production of logos, banners, and interfaces
- Web Design
- Information Architecture

## SOFT SKILLS

- Design Thinking
- Written and verbal Communication
- Collaboration with others
- Adaptability
- Pitching design concepts to the creative team
- Storytelling

## TOOLS

- Git Hub
- Adobe Suite & Figma
- HTML, CSS, Javascript
- Miro
- Visual Studio Code
- Bootstrap

## EDUCATION

**Sept 2022- March 2023**

**Georgia Institute of Technology**

Bootcamp Certificate in UX/UI

user experience and streamline church processes

### **Graphic Designer/Product Designer**

**Radio Systems, TN**    End date: 2015

Planned and created designs for landing pages displaying pet smart products.

- Offered excellent support to users navigating through website by demonstrating functionalities.
- Increased pet smart products sales through seamless website experience.

### **Graphic Designer/Web Design**

**Digital Media Graphix, TN**    End date: 2008

Executed and led overall aspects of revision and redesigning for several clients' websites by utilizing cutting-edge web design and SEO techniques.

Obtained new contracts with in-depth site maps and overviews. Produced motion graphics and brandings for numerous trade shows and Websites such as Moomba, Supra boats, and the Vegas Entertainment Network.

- Developed several interactive online games by steering collaborative efforts with marketing and programming team.
- Improved client control over their sites using CMS platforms (WordPress, Joomla), as well as the ability to monitor site performance through Google Analytics.
- Planned, designed, and implemented various branding and illustrative elements for variety of business entities, while meeting and exceeding set expectations.

**2000-2004**

### **University of Tennessee, Knoxville**

Bachelor of Fine Arts with concentration in Illustration & Graphic Design

### **AFFILIATIONS**

- **AIGA, Knoxville Chapter**
- **American Federation of Advertising of Knoxville**
- **American Art Honors Society**