

Bradlee Roberts Ching

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UX designer with 3+ years in project management and 6+ years in graphic design.

Professional Summary

After working as a graphic designer and project manager at a non-profit for three years, I transitioned to a user experience (UX) role at a tech company. I created UX flows and UI elements for game interfaces, an app, and an e-commerce website. I am an ongoing UX contractor for tech company Turner Logic, in addition to my other clients.

Areas of Expertise

UX Design	UI Design	Adobe Creative Suite
Graphic Design	Prototyping	Branding
Project Management	Web Design	HTML/CSS
Web Design	Publishing	Wordpress
Information Architecture	Workflow Development	Jira

Experience

Independent Contractor, Turner Logic

September 2021-Present | San Antonio, TX

- As an ongoing contractor, I create UX and UI elements for different products, such as SAAS, digital game design, e-commerce, etc.

Independent Contractor, Studio Ching

September 2020-Present | Remote, USA

- I build web, app, and branding packages for Turner Logic, Active Defender, MySchoolWorx, Teenpact Leadership Schools, and others.

Lead UX Designer, Deeproot Tech

March 2021-July 2021 | San Antonio, TX

- Lead designer for UX and HUD (heads-up display).
- Refined functionality goals and user flows for mobile app.
- Developed design and information architecture for Deeproot's e-Commerce website, including the user shop flow, about pages, and customer support.

Creative Director, Enthuse Entertainment

July 2017-September 2020 | San Antonio, TX

- Coordinated a multidisciplinary publishing team of writers, editors, and illustrators to create five curriculum books a year, improving project workflow, product quality, and efficiency.

Enthuse Entertainment, continued:

- Redesigned company website, improved functionality, user experience, and navigation.
- Designed web, social media, event, marketing, product, print, and video graphics, implementing consistent branding across projects and departments.
- Redesigned show and movie preview graphics for various outputs including web, Apple TV, and Roku applications.

Layout Production Artist, Abeka Book

September 2015–December 2016 | Pensacola, FL

- Created curriculum layout design using Adobe InDesign, collaborating with editors, writers, and the creative director.

Design & Marketing Intern, Real Truck

Summer 2016 | Ocala, FL

- Created digital, print, web, and social media design, engaging in A/B testing and marketing sales design for the AutoCustoms brand.

Graphic Design Intern, Ocala Magazine

Summer 2016 | Ocala, FL

- Designed magazine spreads and advertisements, applying Photoshop, InDesign, and project workflow management skills.

Education

B.S. in Graphic Design with a Minor in Advertising

Pensacola Christian College, *Summa Cum Laude*

Certifications

Become an Agile Project Manager

Linked In | 9 Course Program | 12 hours

Agile Project Management, Microsoft Project, Agile Retrospectives, Comparing Agile Tools

Become a User Experience Designer

Linked In | 13 Course Program | 12 hours (in progress)

Top skills: UX Design, Creating Personas, Multidevice Design, Ideation, Prototyping, Sketch for UX Design

Awards

Student Silver Addy Award

2017 American Advertising Awards - Pensacola, FL

Best of Show–Graphic Design

2017 Pensacola Christian College Commencement Contest