Bradlee Roberts Ching

StudioChing.com

Professional Summary

I'm a Product Designer with a background in Human Interaction Design and Project Management. I have Accessibility Certifications (GSA Section 508) and am highly proficient in Adobe Creative Suite, project management tools, and prototyping software.

4 Years in User Experience, **3 Years** in Project Management, and **9 Years** in Graphic Design

B.S. in Graphic Design, *Minor in Advertising* (GPA: 3.86)

Areas of Expertise

Prototyping	User Interface (UI)	WCAG Compliance
Wireframing	User Experience (UX)	Mobile Ordering
Adobe Creative Suite	Multi-Channel Marketing	Project Management
Information Architecture	Print & Digital Media	Brand Development
Executive Presentations	User-Centered Design (UCD)	GIF Animation

Experience

Senior Digital & Product Designer, *Taco Cabana*
February 2025–Present | San Antonio, TX

- Creates static, interactive, and animated assets for multi-channel marketing platforms (paid social, SEO, SEM, email, influencer, and web) using the Adobe Creative Suite.
- Developed wireframes, prototypes, and user flows to effectively communicate interaction and design ideas–ensuring designs are intuitive, user-friendly, and accessible (WCAG compliant) across devices.
- Maintain the Taco Cabana Design System and Style Guide to uphold consistency and coherence across all digital products, packaging, and point-of-purchase (POP) assets.
- Designed email campaigns for app integration, marketing, product awareness, and conversion rate optimization (CRO).
- Carefully weaves User-Centered Design (UCD) methodologies into every touchpoint of the customer's journey.

Product Designer, *Turner Logic*
September 2021–January 2025 | San Antonio, TX

- Lead product designer for SaaS, digital game design, social platform, and e-commerce products in web, mobile, and kiosk environments.
- Collaborated closely with product team, engineering, and executives to ensure design solutions align with business goals and technical constraints.
- Independently lead design projects across all stages: stakeholder alignment, UX strategy, UI development, and post-test iteration.
- Ideated user interfaces and from scratch, from low-fidelity wireframes through high-fidelity interactive prototypes, using prototyping tools and Adobe Creative Suite.
- Developed the UI/UX direction for game-integrated menus, reward structures, leaderboards, and interfaces.

Product Designer, *Deeproot Tech*
March 2021–July 2021 | San Antonio, TX
- Lead designer for UX, HUD (heads-up display), and e-commerce website.
- Worked closely with developers to translate designs into functional, performant builds.
- Collaborated with the art and narrative teams to maintain world and story alignment.

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. Redesigned company website to improve 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

Google UX Design Professional Certificate
Google | Partially Complete | 140 Hour Course (3–6 months)

Certification covers design thinking, equity-focused design, user research, high-fidelity designs and prototypes in Figma, and more.

GSA Section 508 Certifications
Federal GSA | 2 Certifications

Section 508 Standards for Federal Agencies, Web Content Accessibility Guidelines (WCAG) 2.0, and Assistive Technology.