

# Bradley Alexander



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## Work Experience

**Wild Honey Social Media** Boston, Massachusetts  
Interactive Designer, March 2012-Present

Wild Honey provides social media and interactive marketing services for the real estate industry.

Designed/developed eight full websites and six mobile websites currently live.

- Collaborated with back-end developers to create dynamic websites.
- Implemented CMS and CRM tools to provide clients with a customized experience.
- Created fully dynamic website and mobile site for a 12 community apartment leasing company in Atlanta (Perennial Properties).
- Developed an adaptable marketing platform for boutique hotels.

Execute end-to-end design and front-end development process.

Maintain 25+ client websites and advertising campaigns.

Reworked internal branding strategy with new agency logo and business cards.

Communicate directly with end client throughout design process.

Manage two full time designers and multiple design interns.

**The 95 Group** New York, New York  
Design Intern, April 2011-August 2011

Responsible for all print and digital design projects including poster, press packet, logo, business card, and web design.

**Bank of America Merrill Lynch** Pennington, New Jersey  
Design Intern, June 2011-August 2011

Led project to implement interactive elements including Brainshark and Quick Response (QR) codes in direct marketing campaigns.

**Michael Graves Design Group** Princeton, New Jersey  
Design Intern, May 2009-August 2009

Participated in the Fall 2009 housewares product launch for Target stores.

Organized and prepared products for a museum exhibit opening.

## Technical Skills

**Web** CSS3, HTML 5, jQuery, responsive design, wireframing

**Software** Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, AutoCAD, Microsoft Office

**Shop** Experience in a full furniture shop with all tools and types of wood, prototyping foams, and finishes. Includes laser cutter and CNC 3-axis router.

**Operating Systems** Mac OS X, Windows

## Education

**Lehigh University** Bethlehem, Pennsylvania  
Bachelor of Arts 2011  
Design Arts Degree - Product Design

## Interests

Product/package design, technology, furniture design, current design trends, music, food, basketball, snowboarding, biking, league softball