

BRAD SCHNITTGER

Stevens Point, WI
bradschnittger@gmail.com

bradschnittger.com

[linkedin.com/in/schnittger](https://www.linkedin.com/in/schnittger)

PROFESSIONAL PROFILE

A seasoned creative leader with a wealth of expertise in UI/UX design, product development, branding, and remote collaboration. I am dedicated to driving innovation, team building, and elevating design excellence. My track record includes successfully managing cross-functional creative teams and implementing streamlined processes to optimize efficiency.

PROFESSIONAL EXPERIENCE

Director of Design & UX | Coterie Insurance (Remote | 2022 – Oct. 2023)

UI/UX Designer | Coterie Insurance (Remote | 2021 – 2022)

- Designed a first-in-class insurance product that increased Coterie's quote-to-bind conversion rate by 25%, directly impacting business growth through design.
- Defined best-in-class user experience vision and strategy, leading the UX design team to create exceptional products that improved customer satisfaction.
- Implemented a collaborative component library and design system to enhance product development efficiency through advocacy and leadership.

Brand Design Manager | Footlocker.com / Eastbay (Wausau, WI 2018 – 2020)

Design Supervisor | Footlocker.com / Eastbay (Wausau, WI 2016 – 2018)

- Developed strategic brand design principles, elevating online sales with lifestyle-driven catalog design which resulted in award-winning design.
- Led innovative social media activations that went viral and received praise from brands like Nike and Adidas.
- Directed large photo and video shoots in studio and on location to produce hundreds of creative professional quality assets for marketing campaigns.

Founder/CEO | MusicLi (Cincinnati, OH 2015 – 2016)

- Led the creation and development of an online music licensing product, securing a \$100k People's Liberty Halle Fellowship Grant.
- Orchestrated a successful high-profile launch event at the MidPoint Music Festival, resulting in substantial user growth.

Brand Manager/Designer | The Garage OTR (Cincinnati, OH 2013 – 2015)

- Designed a website for e-commerce, enabling online sales for the first time.
- Reduced production time by 20% by optimizing workflows and processes, boosting productivity and cost-efficiency.

Designer/Producer | The All Night Party (Cincinnati, OH 2009 – 2013)

- Increased sales and artist accounts through the development of unique digital music projects.
- Generated significant profits by coordinating successful company events, including a multi-city tour.

TECHNICAL PROFICIENCIES

Figma, Sketch, Adobe CC, InVision, Trello, Jira, Confluence, WordPress, HTML, CSS

EDUCATION

Bachelor of Fine Art – Electronic Media

University of Cincinnati College Conservatory of Music

AWARDS & CERTIFICATIONS

- AIGA Leadership Certification
- Foot Locker Key Emerging Talent
- Haile Fellowship Grantee
- AFF Cincinnati ADDY Award.
- Cincinnati Entertainment Award Winner
- Frederick W. Ziv Award Winner – Audio Restoration
- Cincinnati Flower Show Silver Medal Winner
- President, Audio Engineering Society
- Audio Internship, Aspen Music Festival

Brad Schnittger

bradschnittger@gmail.com - bradschnittger.com