

## BRAD SCHNITTGER

Stevens Point, WI

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### PROFESSIONAL PROFILE

A seasoned creative leader with a wealth of expertise in UI/UX design, product development, branding, and remote collaboration. Experienced in utilizing AI tools such as Midjourney, Sensei, and ChatGPT for content generation, image creation, and UX research, driving innovation and efficiency. 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.

### TECHNICAL SKILLS

AI tools (Midjourney, Sensei, ChatGPT), Figma, Sketch, Adobe CC, Midjourney, ChatGPT, Sensei, InVision, Trello, Jira, Confluence, Webflow, Wordpress, HTML, CSS

### PROFESSIONAL EXPERIENCE

*Sr. UI/UX Marketing Manager, KarmaCheck (Remote) 2023 – Present*

- Leveraged AI tools, including Midjourney, Sensei, and ChatGPT, to enhance content writing, image generation, UX research, and layout planning, streamlining the creative process and increasing efficiency.
- Led a comprehensive redesign of the website, enhancing performance, user experience, and brand messaging.
- Revitalized the brand identity by elevating overall design consistency and visual style.
- Designed and delivered high-impact graphics for diverse print and digital marketing campaigns.

*Director of Design & UX, Coterie Insurance, (Remote) 2021 – 2023*

- Defined best-in-class user experience vision and strategy and led the UX design team.
- Contributed to the design of a first-in-class insurance product built on machine learning, improving Coterie's quote-to-bind conversion rate by 25%.
- Implemented a collaborative component library and design system to enhance product development efficiency through advocacy and leadership.

*Brand Design Manager at Foot Locker Eastbay, 2016 – 2020*

- Developed the design team and strategic brand design principles and design systems.
- Increased online sales after implementing lifestyle-driven design for the Eastbay catalog.

*Founder/CEO, MusicLi, 2015 – 2016*

- Developed an online music licensing library that sourced music from local markets.

- Streamlined the web development process, resulting in the project being completed ahead of schedule and within budget while exceeding expectations of project stakeholders.

*Brand Manager/Designer at The Garage OTR, 2013 – 2015*

- Designed a website for e-commerce which enabled online sales for the first time.
- Reduced production time by 20% by implementing new workflows and optimizing employee processes, resulting in increased productivity and cost savings.

*Designer/Producer at The All Night Party, 2009 – 2013*

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

## **EDUCATION & AWARDS**

Bachelor of Fine Art – Electronic Media, University of Cincinnati College Conservatory of Music.

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

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