

Erin Bradley

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Portfolio:
www.eebradley.com

Work Experience

ForeScout Technologies August 2013 to Present

Title: Creative Services Specialist

Responsibilities: Develop and create designs for various applications (including web and print) while ensuring brand integrity. Manage project time line and budgets with outside vendors and communicate design expectations. Maintain a company database of informative collateral and make updates when required.

Accomplishments:

- Oversaw the development and launch of the corporate homepage.
- Developed branding guidelines including style guides and color specifications for various applications.
- Strategized a process for translating various informative pieces into non-English languages in order to establish a global presence.

Almaden Press January 2008 to August 2013

Title: Web Applications Specialist

Responsibilities: Created custom, Web-to-Print, user experiences for clients. Collaborated with software programmers to troubleshoot and provide creative and effective solutions. Other responsibilities included offline design and prepress work as well as maintaining the company website.

Accomplishments:

- Initiated and produced a multi-customer gateway to streamline the ordering process, bringing in approximately 100 orders per month of new business over a 5 year period.
- Collaborated with the customer and software provider to develop new functionality and produce multi-use customized output.
- First web developer at the company. Pioneered web-to-print processes that created a new line of business.

Etna Interactive Summer 2007

Title: Web Design Intern

Responsibilities: Maintained client web sites through the use of HTML and CSS. Worked with various web browsers to ensure visual consistency between sites. Utilized Adobe software to manipulate photos and create illustrations.

Santa Cruz Biotechnology Summer 2006

Title: Datasheet Layout Intern

Responsibilities: Used layout software to create datasheets based on provided information while keeping the documents consistent with the company's pre-existing branding.

Training

Web Design

Participated in classes focused on learning HTML and CSS. Explored the fundamentals of what makes a "good" website such as content layout and search engine optimization. Created and maintained various web sites in a live environment. Focuses included browser compatibility, proper image types and user-friendly site aesthetics.

Print Design and Layout

Studied real-world publications in depth. Created multi-page print documents such as magazine and book designs. Explored such topics as typography, color theory, grid-based layout, and file construction.

Print Production

Participated in hands-on courses focused on various print processes such as digital, offset, and screen printing. Learned the fundamentals of prepress and how to transition a digital file in to a printed product.

Education

California Polytechnic State University, San Luis Obispo

Year Graduated: 2007

Degree Type: Bachelor of Science

Major: Graphic Communication

Concentration: Design Reproduction Technology

Skill Sets

Software

Adobe InDesign

Photoshop

Illustrator

Professional

Dreamweaver

Wordpress

Microsoft Office

Final Cut Pro X

Strengths

HTML/CSS

Color Theory

Typography

Search Engine Optimization