

Brad Pankop

Experienced User Interface, Visual, Interaction & User Experience Designer.

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Summary

Progressively work as a resourceful team member to produce user-centric design for all facets of the web while utilizing emerging technology to advance current styles and trends.

Specialties

Applications: Photoshop, Illustrator, OmniGraffle, Flash, Dreamweaver, Premiere and After Effects

Skills: User Interface, Visual, Interaction & User Experience Design. Typography, Branding and Identity, User Testing, HTML, imaging compression and optimization.

Experience

Designer at Topspin Media

September 2008 - April 2009 (8 months)

- Integral design role of a major software interface redesign.
- Worked with clients and Project Leads to create project landing pages that would integrate with an existing web experience and would optimize performance and revenue.
- Worked with clients and Account Managers to create advertising units to increase traffic to project landing pages.
- Assisted Project Managers and Developers to provide UI design of new features into the existing framework.

Sr. User Experience Designer at Edmunds.com

October 2007 - September 2008 (1 year)

- Interaction & Visual Design for web pages & site designs as well as page/site redesigns.
- Brainstorming, problem solving, and incorporating user experience enhancements that will increase usability of the Edmunds.com site experience.
- Conducting one-on-one user testing to gain insight into user interactions with predetermined use cases on iterative projects.

Web Designer (freelance) at Miracle Mile Advisors, Inc

November 2007 - April 2008 (6 months)

- Worked with Investment Advisory company to establish their brand and marketing tools into their own web site from scratch.

- Compiled the companies goals, philosophies, history, services and marketing tools and created their client facing web presence.

Visual Designer at Move.com (formerly homestore, inc.)

August 2005 - October 2007 (2 years 3 months)

- Web page and site design / redesign.
- Creating, designing, slicing and building designs for all facets of web use; (sites, pages, forms, widgets, navigation, emails, promotions/ads, icons, presentations, etc...)
- Designing detailed style guides to help with the development of large and small projects.

Advertising Designer at Move.com (formerly homestore, inc.)

August 2004 - August 2005 (1 year 1 month)

- Creating flash and static online advertisement campaigns for an array of clients from property management companies to individual Realtors to large corporations such as; Lowe's, 1-800 Dentist, Move.com and Realtor.com.
- Learned and followed the industry specifications of ad units from IBS, UOL, IAB & AOL.
- Managed multiple large campaigns at once with aggressive time-lines.

Graphic Designer (freelance) at TixStar

September 2002 - October 2004 (2 years 2 months)

- Branding, logo and identity design.
- Online advertising for specialized performance events & special offers.

Image Technician at Homestore, Inc.

August 2003 - August 2004 (1 year 1 month)

- Scanning, converting, resizing and retouching images for web viewing.
- Designing adobe photoshop actions for faster turn around and quality control.

Graphic Designer (freelance) at audiopilot

January 2001 - October 2003 (2 years 10 months)

- Designed, produced, launched and updated multiple versions of the bands web site which included streaming video and audio as well as photo gallery.
- Designed online advertising for event promotion.
- Design print media for album covers and event fliers.

Web design / video editor at Santa Barbara Sound Design

October 2000 - May 2001 (8 months)

- Captured video from multiple sources such as DVD, Mini DV, BETA and VHS.
- Edited video content using Adobe Premiere, After Effects and Media 100 for business interviews and product responses.
- Designed title overlays for personal identification.

- Exported video to DVD and BETA from Media 100.
 - Scanned Hi-Res Images, maps, drawings and paintings for online archival purposes.
 - Assisted in the slicing and organization of multiple web site projects.
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Education

Santa Barbara City College

certification, Multimedia arts, 1998 - 2001

Activities and Societies: Internship through local multimedia design studio.

Santa Monica College

Continuing Design Education
