



DJ Bradford  
Graphic Designer

## Experience

SEP 2019-PRESENT **SiteOne Landscape Supply / Graphic Designer**

Worked in-house with two other designers to flesh out brand identities for new and existing private label products, develop corporate communications, and design as well as oversee bi-monthly national promotions.

JAN 2019-PRESENT **Bradford Design / Freelancer & Contractor**

Managed a freelance business designing brand identity, social media, web design, and print solutions for small businesses since 2014 as well as worked as a contractor both in house and in an agency (Mizuno and Huger).

SEP 2018-JAN 2019 **ÜTOKA / Jr. Graphic Designer**

Worked on brand identities, pitch decks and presentations, POS, print, and digital solutions for clients like Coca-Cola, Ball, and Aflac.

JUN-AUG 2018 **Turner Broadcasting / Graphic Design Intern**

Worked with the mobile, web, and connected devices teams to design and implement new features in the Bleacher Report Live platform as well as aided the marketing team in creating promotional materials.

SEP 2017-MAY 2018 **UGA Auxiliary Services / Graphic Design Intern**

Designed print and digital materials for university units such as Dining, Transportation, and Golf, including a rebrand of the UGA Food Truck and a 40-page publication about the UGA Meal Plan.

MAR-JUL 2017 **Expanded Food & Nutrition Education Program / Graphic Designer**

Designed educational materials for low literacy audiences through the use of social media, publications, and teaching curriculum.

## Projects

2018 **UGA Hacks**

- Worked with a small team for four months to organize a 160 person hackathon (25% attendance increase from the previous year).
- Helped raise \$7,000 in funding from sponsors and partners like Home Depot, State Farm, Facebook, and Google.
- Designed the brand identity, website, and all print/digital materials.

2017 **Environmental Design**

- Worked with two other designers to develop and propose a new brand identity/wayfinding system for the Lamar Dodd School of Art at UGA.
- Developed and proposed a new wayfinding system for navigating the bus routes on UGA's campus.

## Contact

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## Education

BFA Art (Graphic Design)  
University of Georgia, MAY 2018

## Skills

Illustrator, Photoshop, InDesign, After Effects, Cinema 4D, Adobe XD, Sketch, Wordpress, Keynote

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## Honors

Won the poster design competition for the Lamar Dodd School of Art's new lecture series, In Conversation.

Won 1st place at regional level and 2nd at state in the National Graphic Design Competition for Skills USA (student trade organization).

Became a national finalist in the Art Institutes Poster Design Competition.

Designed the winning identity concept for Bowl'd Wraps' brand identity competition.

Received the Duluth High School Fine Arts Scholarship for a presentation on the importance of graphic design in the arts.

Received the Graphic Design Student of the Year Award from the Maxwell High School technical skills program.