

Caleb Brady

UX Designer

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(425) 902-3526

Work Experience

Communications and Media Design Intern

Crossroads Bible Church | June - December 2023

- Led a user research study and mobile app redesign project, resulting in a **40% improvement** in average app usage.
- Coordinated signage setup and graphic design for large community events, such as summer camps and conferences of 1000+ members, by collaborating with multiple small teams to determine needs for printing/publication and designing media.
- Responsible for facilitating public communications through printed designs, calendar updates, updating website content, etc.

Photographer (Freelance & Employed)

Legends Sports Photography | October 2023 - Present

- Demonstrated strong understanding of composition, lighting, editing, and other visual techniques by photographing a wide variety of occasions. I have photographed/videoed summer camps, conferences, private portraits, sports team photos, etc.
- Directed and communicated with subjects to create comfortable environments, from adults to children as young as 4.

Wireless Sales Expert

Wireless Advocates | July 2021 - December 2022

- Communicated with customers to understand their needs and assisted them in finding phone models, plans, and accessories to address those needs best. Frequently reached out to customers to ensure satisfaction or to assist with troubleshooting.
- Recognized as a "Samsung Pro" for outstanding performance and upskilling to better help customers.
- Consistently performed within the **top 10%** of the district, even despite part-time status.

Computer Science Tutor

Code Ninjas | September 2020 - March 2021

- Facilitated computer science classes for students in elementary and middle school by maintaining a fun and encouraging environment while keeping students focused, with class sizes ranging from 5 to 15 students at a time.
- Displayed knowledge of computer programming in languages such as Java, Python, HTML, and more, as well as ability to learn new concepts and skills quickly and to troubleshoot.

Skills

Tools

Figma, Adobe Creative Design Suite (Illustrator, Photoshop, InDesign, Acrobat Pro, Premiere Pro, After Effects, etc.), Microsoft Office, HTML/CSS, JavaScript, Git, Notion, Slack

Design Skills

User Experience Design, UI/UX Design, Interaction Design, User Research, Visual Design, Motion Design, Prototyping, Front-End Development, Presentation, Design Process, Wireframes, Storyboards, User Flows, Accessibility, Product Direction, Storytelling, Photography, Videography

Soft Skills

Cross-Functional Teamwork, Communication, Collaboration, Empathy, Servant-Leadership, Growth Mindset, Flexibility, Initiative, Integrity, Attention to Detail, Creativity, Empathy, Curiosity, Holistic View

Education

University of Washington

Bachelor's in Interactive Media Design,
Minor in Visual Media Arts

2021 - 2024

GPA: 3.9 | Magna Cum Laude
Competitive Cohort Program

Bellevue College

Associate's in Arts and Sciences

2019 - 2021

GPA: 3.8 | High Distinction

Highlight Projects

The CBC Mobile App - Live Product

Crossroads Bible Church | 2023

- Led a redesign project for the church's public mobile app, resulting in a **40% increase** to app usage and improved usability. The app was refocused to better represent the church's brand, highlight communities and events, and make live streaming easy.
- Conducted, analyzed, and utilized user research to guide our design process and produce an informed and inclusive product.
- Met with church leadership on multiple occasions to provide data and insights, guiding communication and design efforts.

Nudge

University of Washington | 2024

- Designed a system that helped people (especially neurodivergent users) work with others in their home to manage chores.
- Researched users and analyzed data to produce actionable information, then used these findings to ideate creative solutions.
- Prototyped an interactive mobile app and physical device that used NFC technology to create visual reminders for users around their homes while also making communication regarding chores less challenging.

Museum Quest

University of Washington, Edmonds Museum | 2023

- Designed a conceptual mobile-friendly application for the Edmonds Historical Museum that integrated museum exhibits with a web-based scavenger hunt game.
- Collaborated with fellow designers to create wireframes and interactive prototypes demonstrating how our idea would work.

WorkWELL

Dubhacks (Hackathon) | 2023

- Rapidly ideated, designed and prototyped a desktop app focused on helping remote workers live healthily by timing work and providing mental clarity.
- Facilitated efficient and effective team meetings to establish needs, roles, and progress on the project frequently.

Volunteer Work

Youth Counselor

Crossroads Bible Church | 2021 - Present

- Led youth community groups weekly by assisting with event hosting, facilitating bi-weekly meetings, and introducing new students to others.
- Focused on creating an inclusive and welcoming environment where students are encouraged to share their thoughts, form meaningful relationships, and love others around them through service and conduct.d work.

Community Moderator

StyLis Studios | 2019 - Present

- Moderated online gaming communities by interacting with users to promote inclusivity and a safe community.
- Recorded and published videos to explain common processes related to the game, greatly reducing the time required to explain said processes to users and providing visual references that were easier to understand.