

BRADLEY O'NEAL

GRAPHIC DESIGNER

EXPERIENCE

Graphic Designer—Nationwide Insurance

Dec. 2022—Present

- Creating on-brand collateral that meet ADA standards for digital and print documents.

Freelance Designer

Sept. 2014—Present

- Created brands, packaging, advertisements, merch, marketing materials, websites, business materials, and for my clients

Clients include: Sound 2 Summit Brewing, DrinkTanks, Watts Brewing Company, C3 Events, Sionna Productions, Drinktanks, Business Air, Watts Solitary Bees, Seattle DESC, Pangea Giving, Western Title and Escrow, The Pumphouse Bar and Grill.

Graphic Designer—Ste. Michelle Wine Estates

Feb. 2020—June 2022

- Designed packaging, point-of-sale, print collateral, digital ad and e-mail campaigns for a large portfolio of premium wine brands
- Supported the launch of new brands for core Ste. Michelle Wine Estates brands
- Collaborated with other designers and creative director to come up with idea-driven concepts and solutions to solve client needs
- Created design presentations for internal client reviews

Brand Designer—Zillow

Aug. 2016—Oct. 2019

- Provided design expertise within cross-functional teams on marketing campaigns and strategic projects
- Supported the launch of Zillow's new brand and maintain brand integrity
- Designed brand guidelines for large events
- Provided art direction for photo shoots
- Created a variety of digital marketing assets
- Created a data visualization system
- Delivered creative solutions within established brand standards

UX/UI Designer—Microsoft

Aug. 9 2013—Aug. 7 2014

- Created hi-fi design comps and wireframes
- Worked on Microsoft native apps and MSN.com refresh
- Implemented new design systems
- Created powerpoint presentation deck

Graphic Designer—WWU Publicity Center

Sept. 2012—June 2013

- Designed printed promotional materials and digital signage
- Designed articles and ads for the student newspaper
- Direct client engagement with a diverse group of organizations at WWU

Lead Designer—Occam's Razor Journal

April 2010—June 2013

- Lead a small team of designers
- Lead development of brand and visual identity
- Designed promotional materials, website, and publication
- Worked with the editor-in-chief to establish direction and presence on campus

CONTACT

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SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Microsoft Office Suite
Sketch
InVision
Squarespace
Wordpress
Packaging Design
Label Design
Point of Sale Design
Digital marketing design
Infographics
Illustration
Web design
Art Direction
Branding
Design Systems
Editorial design
Logo design
Drawing
Print production
Presentation design
UX design

EDUCATION

Western Washington University

BA in Graphic Design

Coursework includes:

Interactive design, Publication design, Typography, Branding, Web design and Development, Intermediate photography, Design production process, 3D graphic design