

JENNA BRADFORD

LEADERSHIP PORTFOLIO

**A multidisciplinary leader helping organizations
solve complex problems, align stakeholders, and
move ideas into action.**

817-269-2210

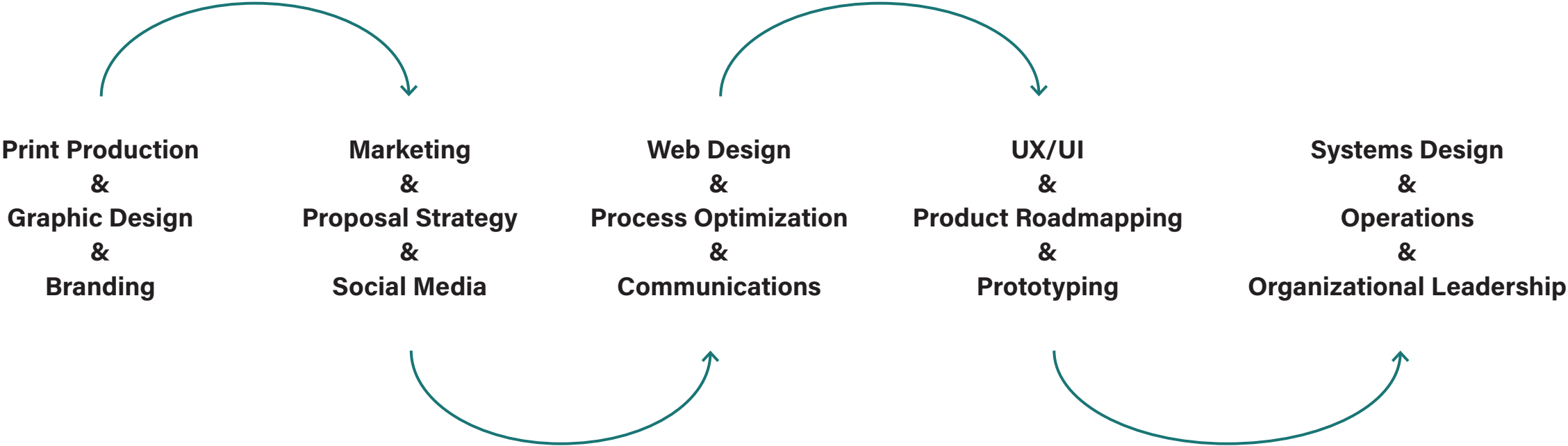
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🔗 Portfolio: www.JennaBradford.design

🔗 linkedin.com/in/jennambradford

My Career at a Glance

Over 15+ years, my work has evolved from designing tshirts to experiences to helping organizations make better decisions, communicate more effectively, and execute with greater clarity.



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Leadership Portfolio

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Expertise Expanded

Strategy & Vision

Defining business problems

Leading discovery

Shaping product direction

Prioritization

Developing proposals

Roadmapping

Evaluating opportunities

Consulting

Design & Product

UX/UI

Graphic Design

Product Design

User Flows

Research

Prototypes

Systems thinking

Accessibility

Product Vision

Communications & Storytelling

Proposal & newsletter writing

Marketing

Impact Report

Grant campaigns

Social Media

Fundraising

Brand messaging

Internal communications

Operations & Leadership

Executive relationships

Board leadership

Volunteer leadership

Cross-functional collaboration

Process improvement

Organizational alignment

Strategic initiatives

Committee leadership

Mentorship

Business Growth

RFP strategy

Sales support

Revenue growth

Business development

Client consulting

Brand positioning

Pitch decks

Presentations to executives

Examples of What I Do Best

Grow Businesses

(Example: *Falkon Technologies*)

- Executive and client presentations
- \$1M revenue growth in first year with continued \$250K+ annual growth
- Directly involved in gaining 10+ new clients in my first 12 months
- Translated business goals into scalable technology roadmaps

Build Better Products

(Examples: *EquipWare, Praesidium, Cosee*)

- Product discovery & stakeholder alignment
- Designed 30+ products from 0-1, used/seen by thousands of people
- Reduced one client setup time by over 95% by eliminated manual workarounds, and streamlined processes

Lead Through Communication

(Examples: *DFW Pug Rescue, AIGA Dallas, Spencer + Company*)

- Developed the first Impact Report, driving tens of thousands of dollars in donations and acquiring 25+ recurring monthly donors
- Crisis communications standards
- Social & grant campaigns
- Fundraising campaign raised over \$140k in 2 weeks
- PR/Media appearances
- Grew social media following by 197% in 9 months

Create Systems That Scale

(Examples: *Citibank, Caliber, DFW Pug Rescue*)

- Developed documentation standards for UX & brand systems
- Communication systems
- Built brand resource library and reusable sales assets
- Process improvements
- Board governance supporting a 30-year old nonprofit serving 350+ pugs annually
- Process, role, and operational standards documentation

References

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Jenna is a **special creative talent and ultimate professional**. She had a positive impact not only on our processes, people, and culture but she skillfully elevated our company deliverables to an elite level. Her **attitude and work ethic are contagious** and make those around her strive to be better. She **excels at both the strategic and tactical creative-functions, a rarity in my experience**. Anyone looking to enrich their organization would be wise to include Jenna on their team.

James Courson, Chief Financial Officer, Spencer + Company

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Extremely talented and creative. Jenna is **self motivated** to provide the best solutions for any graphic/artistic requirements. **Reliable and dependable** she's a great asset to any organization.

Bob Stokes, Vice President of Sales, Spencer + Company

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Thank you for being an **amazing person**, not just a good designer. Not many people would think the way you do. I really value and appreciate it.

Fran Cashen, CEO, Cashen Creative & Branding

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Jenna is an **exceptional leader in UX/UI design**. She demonstrates a deep knowledge of her field and a natural ability to **share her expertise in a pleasant and comprehensible manner**. She is a strong advocate for user-centered design process and **promotes data-driven decisions**. I learned a lot from her about how to focus on user needs and each individual detail. Without hesitation, I highly recommend Jenna.

Julia Gardner, Director of Software and Development, EquipWare