

JENNA BRADFORD

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Senior Design Leader | Brand, Graphic Design, UX, Strategy, & Communications

EXPERIENCE

Senior UX Designer

Citibank / Photon *(Fortune 25 financial institution)*

July 2026 - Present

- Delivered end-to-end product flows, UX, and prototypes for 3+ high-stakes partner card new feature launches, while balancing user and partner needs with technical and regulatory realities.
- Work within the servicing consumer design system to ensure scalable, accessible, and consistent experiences across digital platforms, adding or refining components when appropriate.

Director of User Experience

Falkon Technologies *(Software development agency and MSP)*

May 2021 - July 2026

- Serve as the organization's UX and product strategy leader, educating teams, influencing delivery practices, and championing user-centered decision-making across sales, product, engineering, and executive leadership.
- Led end-to-end product discovery for 30+ custom software projects, translating business requirements into user flows, dashboards, prototypes, and scalable solutions through stakeholder workshops, journey mapping, AI prototyping, and delivery.
- Translate complex technical concepts, business objectives, and user needs into clear strategies, presentations, proposals, and product narratives that drive stakeholder understanding and action.
- Consult, shape, and implement strategic business initiatives for Falkon and external clients, helping organizations evaluate opportunities, improve processes, adopt emerging technologies such as AI, and drive measurable business outcomes.
- Led and assisted in RFPs and new business pitches, which helped Falkon acquire 10+ new clients in my first 12 months resulting in \$1 Million more in revenue in 2022 than 2021, and a 35.7% growth in employee billable hours. Each year since has seen at least a \$250k growth in revenue.
- Built alignment with C-suite stakeholders across healthcare, insurance, legal, nonprofit, and logistics industries, guiding product strategy and decision-making to balance user needs, business goals, and technical realities.
- Expanded into internal communications and executive communications, supporting company announcements, new initiatives, culture and engagement efforts, and social media.

SUMMARY

Senior Design Leader with 15+ years of experience in design and branding, with 6 focused on UX and product strategy. Brings a broad perspective across visual design, brand identity, creative direction, digital products, and business, with experience leading work from concept through production. Strong in strategic thinking, turning complex ideas, workflows, and requirements into clear, compelling, and intuitive experiences.

SKILLS

Technical

Figma Adobe XD Illustrator
InDesign Photoshop DevOps
Various AI tools Ceros Miro

Functional

Founding Designer (0-1) UX
UI Graphic Design Branding
Product Design Strategy
Rapid Prototyping SaaS DTC
Cross-Functional Collaboration
Business Leadership RFPs
Copywriting Accessibility (WCAG)
Data Stakeholder Alignment
Systems Thinking Social Media
Communications AI Workflows
Executive Presentations

EXPERIENCE

Art Director & Proposal Coordinator

Mass. Electric Construction Co. *(Electrical engineering/construction)*

January 2020 - April 2021

- Led end to end coordination of large scale proposals (\$300M+), managing requirements, content, reviews, and timely submissions.
- Designed layouts, infographics, and visual narratives that translated complex technical content into clear, persuasive proposals and business development materials.
- Directed brand consistency across marketing channels, developing style guides and sales collateral that supported international business development.
- Translated technical content into clear visual and written narratives, strengthening messaging across proposals, web, and marketing.

Art Director

Caliber Home Loans, Inc. *(Mortgage company acquired by Newrez)*

September 2019 - December 2019

- Design graphics for B2B and B2C corporate and sales channels.
- Collaborated on user flows, wireframes, and prototypes for the corporate website, improving the UX and content structure.
- Developed color system for illustrations, including diverse & inclusive skin/hair colors.

Junior Art Director

Spencer + Company *(Commercial interiors design & procurement)*

January 2018 - August 2019

- Built RFP tracking dashboards to optimize proposal strategy, contributing to a 21% increase in win rate in 6 months.
- Integrated UX principles and user-focused design into interactive presentations and experiences in Ceros.
- Led strategy, planning, and branding for industry events, managing logistics, partnerships, and scheduling while developing event identities, branded materials, and engagement initiatives.

EDUCATION & CERTIFICATIONS

Associates Degree of Arts in Graphic Design

Art Institute of Fort Worth, March 2012 Graduate

UX Design Program Certificate

Southern Methodist University (SMU), May 2020 Graduate

AI+ Product Manager Certification

AICerts.io, explores how AI can enhance/accelerate product design

Adobe Certified Expert (ACE)

Certified for Adobe Illustrator and Adobe InDesign

Fundamentals of Digital Marketing Certificate

Google Digital Garage

AI EXPERIENCE

ChatGPT Figma Make Gemini

Firefly Copilot Cursor (basic)

I use AI to make me more capable, not less thoughtful.

Experienced in using AI-assisted workflows to accelerate concept development, research synthesis, UX documentation, wireframing, copywriting, and rapid prototyping while continuously exploring emerging tools and workflows to improve efficiency.

Led AI discovery engagements for clients, designing AI-enabled workflows that improve efficiency without compromising usability or human connection.

THOUGHT LEADER

Speaker

Big Design Conference, April 2026

In Long Live the Generalist, I presented the value of generalist skill sets in modern design, covering AI impact, cross-functional thinking, and career growth strategies.

Classroom Speaker

Visited multiple colleges to speak on the design/UX profession.

Speaker

Big Design Conference, April 2021

My presentation spoke to the strategic approach to accessibility, diversity, and inclusion. I summarized my main points in a music video that I wrote, directed, and (unfortunately) starred in.

🔗 <https://www.youtube.com/watch?v=8TErKXw6Clo>

Published Article

"Please Stop Loving My Work"
APMP, 2018

A guide for how non-designers can give better design feedback.

NONPROFIT LEADERSHIP & VOLUNTEER EXPERIENCE

Director of Communications

DFW Pug Rescue

July 2025 - Present

- Lead design, communications, and storytelling strategy across social media, digital and print communications, fundraising, public relations, and organizational initiatives.
- Grew social following by 78% in one year and helped generate more than \$5,000 in new recurring monthly revenue through fundraising and communications initiatives.
- Partner directly with organizational leadership on executive communications, translating complex operational, financial, and organizational topics into clear messaging for external and internal audiences.
- Built the data and reporting foundation for DFW Pug Rescue's first Impact Report, creating a stronger way to communicate organizational outcomes, financial needs, and impact.

Director of Communications

AIGA Dallas

2023 - 2025

- Led public communications and creative direction, ensuring messaging and visual communications aligned with organizational goals and brand.
- Managed a volunteer team overseeing social media, website updates, newsletters, and event marketing.
- Collaborated with the board and program chairs to promote initiatives, boost event attendance, and strengthen community engagement.
- Maintained consistent, professional visual and written communications that elevated the chapter's presence within the design community.

Lead UX Designer

Queer Global

2020 - 2024

- Volunteered as Lead UX Designer for a New York-based nonprofit, guiding a remote team of three UX/UI designers and collaborating with eight developers to rebrand and refresh the organization's website.
- Led the full rebrand and end-to-end website redesign, including mockups and prototypes, with a focus on accessibility, inclusive design, and user experience.
- Queer Global supports and uplifts underrepresented communities, centering people of color and those affected by disability, size, education, and financial barriers.

ORGANIZATIONS

AIGA Dallas

2013 - 2026

The Interaction Design Foundation (IXDF)

2022 - 2023

American Marketing Association (AMA)

2020 - 2022

Women's Transportation Seminar (WTS) International

2020 - 2021

Association of Proposal Management Professionals (APMP)

2017 - 2019

HIGHLIGHTS

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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