

# lucybradshaw

## Contact

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603.769.0671

## Education

BFA Graphic Design, Rochester  
Institute of Technology

## Skillset

Design systems  
Typography & layout  
Branding  
Product design  
Web design  
Traditional illustration

## Fun stuff

Baking  
Hiking  
Curling  
Movie & TV soundtracks  
Dinosaurs  
Refinishing furniture  
Photography  
Hockey

## Experience

JAN 2020 - PRESENT

### Sr. Designer, Design System

 VidMob / New York City, NY

Leading the direction and creation of VidMob's design system, working closely with product design and engineering teams.

SEP 2017 - JAN 2020

### Design System Lead

 Aetna Digital / Denver, CO

Helped stand up Aetna Digital's first design system, Anatomy, that spans Android, iOS, and Web. Made decisions on what components should be used, how they should be used, and how the system expressed the Aetna brand. Managed component documentation and the Sketch component libraries. Collaborated with engineering and accessibility teams on components. Defined Aetna Health's new illustration style and created library of illustrations and icons.

APR 2017 - SEP 2017

### Visual Marketing Designer

 Effective / Denver, CO

Lead and executed the company's rebrand, which included new logo and brand assets, collateral, Keynote and InDesign templates, and brand guidelines. Created change management guidelines for employees to transition between brands. Made strategic decisions for continued iterations of brand roll out and evolution. Responsible for managing the brand and creating visual content for company marketing collateral.

APR 2014 - APR 2016

### Junior Art Director

 Antithesis Advertising / Rochester, NY

Projects included web and advertising design for the local transit authority, packaging design for skin and hair care products, logo design for a small insurance agency, and various print and ad designs.

JAN 2013 - FEB 2015

### Graphic Designer

 College of Applied Science and Technology / RIT / Rochester, NY

Handled work for the Dean's office that included brochures, email blasts, handouts for prospective students, and event collateral. Created a portfolio showcasing all marketing work produced by the Dean's office.

## Freelance Designer

Restaurant menu and advertising designs. Local lumberyard rebrand. Online document designs for a Boston startup. Logo and brochure design for an RIT on-campus program. Branding and cookbook template for an Instagram fitness influencer.

SUMMER 2013

### Graphic Design Intern

 Minerva Design / Rochester, NY

Specialized in web production work. Design work included a layout for the Nalgene Marketing website and sticker designs for Nalgene kids' water bottles.