

Bradley Phelps

Digital Designer and Web Developer skilled in UX/UI, responsive web design, and digital communications. On UCF's Strategic Communications team, I migrate and build websites, create custom web applications, and manage university-wide newsletters. Proficient in WordPress, Pantheon, Newsletter Glue, HTML/CSS/JavaScript, Adobe Creative Suite, and Figma, with experience optimizing UX, supporting marketing campaigns, and delivering high-performing digital solutions.

EDUCATION

University of Central Florida **May 2022**
B.A. Digital Media: Web and Social Platforms Orlando, FL

Google Professional Certification **May 2022**
UX Design online

WORK EXPERIENCE

University of Central Florida - Strategic Communications **July 2024 – Present**

- Led the migration of legacy websites and the creation of new, responsive web platforms, improving performance and usability across multiple labs and centers.
- Developed custom web applications and interactive tools to support research initiatives and internal workflows.
- Designed, implemented, and managed university-wide newsletters and digital communications using WordPress, Newsletter Glue, and Pantheon, boosting engagement and reach.
- Collaborated with marketing teams to support branding, campaign strategy, and content creation for various research centers.
- Applied UX/UI principles, accessibility standards, and performance optimization to enhance user experience and site functionality.
- Proficient in WordPress development, custom HTML/CSS/JS, Pantheon deployment, and newsletter automation, ensuring scalable and reliable digital solutions.

Freelance Web Design **Dec. 2022 – Present**

- Designed and developed responsive web applications, including custom templates, landing pages, and digital graphics, ensuring seamless user experiences across multiple platforms.
- Collaborated closely with clients to understand project requirements and deliver high-quality digital content for website, email, and social media campaigns.
- Implemented best practices for email campaigns and landing pages, optimizing performance and enhancing user engagement through A/B testing methodologies.
- Utilized HTML, CSS, JavaScript, and Adobe Creative Suite to create visually appealing and functional designs, meeting project deadlines with efficiency and accuracy.

Merkle

July 2022 – Dec. 2022

UX Design Intern

remote

Conducted user research and usability testing to inform the design of digital applications, including social media campaigns and digital marketing initiatives.

- Collaborated with senior designers to create wireframes and prototypes, ensuring alignment with project objectives and brand guidelines.
- Contributed to the development of high-fidelity mockups and interactive prototypes, incorporating stakeholder feedback to refine user experiences.
- Gained experience in A/B testing methodology and performance optimization to enhance campaign effectiveness.

The Walt Disney Company

July 2017 – July 2022

Attractions Host, Trainer, Coordinator

Lake Buena Vista, FL

- Engaged guests in immersive experiences at Walt Disney World attractions, maintaining storytelling integrity and ensuring guest safety and satisfaction
- Led diversity and inclusion initiatives, including workshops and workplace initiatives, to promote a positive and inclusive environment for guests and cast members
- Collaborated with cross-functional teams to prepare new attractions for opening day, coordinating efforts with Walt Disney Imagineering and Operations leadership

SKILLS & INTERESTS

Web Development & Programming: HTML, CSS, JavaScript, PHP, WordPress, Newsletter Glue, Pantheon, Custom Web Applications, Responsive & Mobile-First Design, CMS Migration, SEO Best Practices

UX/UI & Digital Experience: User Research, Wireframing, Prototyping, Interaction Design, Accessibility (WCAG), Usability Testing, Performance Optimization, A/B Testing, User Flow Mapping, Conversion Optimization

Digital Marketing & Communications: Email Campaigns, Newsletter Development, Social Media Strategy, Content Management, Brand Consistency, Analytics Tracking & Reporting

Software & Design Tools: Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign), Figma, Canva, Google Analytics, Microsoft Office, Jira/Asana (Project Management)

Collaboration & Project Management: Cross-functional Team Collaboration, Stakeholder Communication, Agile Workflows, Training & Documentation, Client/Stakeholder Support