

Bradley Phelps

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❖ Orlando, FL ❖ www.bradley-phelps.com

WORK EXPERIENCE

Merkle

July 2022 – Dec 2022

UX Designer

Columbia, MD

- Merkle is a customer experience transformation agency that specializes in using zero party data to strengthen customer relationships and improve engagement.
- As an Associate UX Designer, I was responsible for strategy development and conceptualization of digital experiences for various fortune 500 companies
 - Marriott Vacation Club experienced a significant increase of conversion through personalized engagements, in which I led UX design for both native app integrations and email campaigns.
 - Uniqlo, an international clothing designer, experienced both a decrease of shopping cart abandonment and increase in system usability after feedback and design iteration sessions that I led with stakeholders.
- Created user flows, taxonomies, annotated wireframes and clickable prototypes.
- Collaborated with experienced strategists, visual designers, content writers, developers, data analysts, producers, SEO, and media specialists to create stunning creative work.

The Walt Disney Company

July 2017 – July 2022

Attractions Host, Trainer, Coordinator

Lake Buena Vista, FL

- Responsible for immersing guests in a highly themed attraction, performing load and unload functions, operating ride control systems, interacting with guests while maintaining storyline, providing audience control, guest flow procedures, and special needs assistance.
- Managed day to day operations for cast members including staffing management, customer service escalations, conducting safety audits, engaging with other lines of business, and other tasks as requested by park leadership.
- Led diversity and inclusion efforts, including workshops, workplace initiatives, and recognitions.

The Walt Disney Company

January 2019 – December 2019

Test and Adjust Project Team

Lake Buena Vista, FL

- Collaborated with Walt Disney Imagineering, Engineering Services, and Operations teams to prepare a Star Wars: Galaxy's Edge attraction for opening day.
- Conducted ride testing as directed by the Lead Ride Controls Engineer, which often required troubleshooting of both software and mechanical systems.

EDUCATION

University of Central Florida

May 2022

Bachelors of Arts, Digital Media: Web and Social Platforms

Orlando, FL

- Graduated magna cum laude, dean's list fall 2021 & spring 2022, student government general body member.

Polk State College

May 2018

Associate of Arts, General Studies

Winter Haven, FL

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Google UX Professional Design Certificate, Simplilearn Advanced Search Engine Optimization
- **Skills:** Interaction design; Visual design; Copywriting; User research; Usability testing; HTML; CSS; Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD); Figma; Sketch; Marketing strategy; Social media
- **Interests:** national parks, public transportation & trains, cold-brew coffee, traveling, environmentalism