

PROFILE My track record consists of finding consumer & business value through creating highly usable products and processes with efficiency in mind. I have solved complex business problems for companies across many disciplines from start-ups to multiple fortune 100 businesses. I have personally built 3 successful businesses and created and managed multiple teams within companies, showing a strong entrepreneurial drive and dedication to growth, innovation and quality. In user experience, I found a niche that fit too well with my extensive background in design, sales, business, and development, and I have thrived in an incredibly complex field.

EDUCATION *University of Denver, Denver CO* • Master of Applied Science in Mobile Application Development

University of Denver, Denver CO • Graduate Certificate in Web Design & Development

University of Northern Colorado, Greeley CO • Bachelor of Arts in Graphic Design

TECHNICAL SKILLS

Adobe Photoshop	UX/UI Design	Rapid Prototyping	Strong Communication
Adobe Illustrator	UX Research/Testing	Affinity & Journey Maps	Strong Presentation
Adobe Animate	LEAN IxD Principles	A/B & Survey Planning	X-Functional Leadership
SketchApp & InVision	Collaborative Design	HTML/CSS/XAML	X-Department Leadership
Wireframing	Design Systems	Visual Studio	Strategic Planning & Budget

PROFESSIONAL EXPERIENCE **UI/UX Consultant – CaliberMind, Boulder CO** • June 2018 – Current

Created application design, strategy, and interaction & pattern library for B2B SAAS solution integrating marketing channels with top software such as Salesforce and Marketo. Successfully completed a ground-up re-design and re-envision of the entire data platform over a 3-month contract.

Owner, Managing Director – Station Dental Group, Aurora/Arvada CO • April 2016 – Current

Created new dental brand and started two modern dental offices in the Denver Metro area, achieving success through identifying powerful processes and tools to ensure a quality dental visit with the patient experience as the focal point.

Director, Digital Products – National CineMedia, Centennial CO • Dec 2013 – Feb 2017

Responsible for overseeing the ideation, design, development and ongoing maintenance of NCM's Digital Product Portfolio. Through digital initiatives and custom projects we supported Sales, Marketing, Creative, Analytics, Engineering, Installation, Software Development & Human Resources departments. Committed to creating the best mobile and online interactive experiences through innovative design and the latest technical development, this was the ultimate "start-up" group within a LEAN corporate environment.

Additional roles at NCM: Manager, User Experience

User Interface Architect – CacheMatrix LLC, Denver CO • Apr 2012 – Dec 2013

Designed & developed high quality SAAS user interfaces for high profile market trading platforms deployed by Cachematrix on behalf of client companies including Bank of America, Silicon Valley Bank, Barclays and US Bank. Collaborated closely with on-site and overseas UX, development & QA teams within a Scrum environment.

User Experience Architect – Hewlett Packard, Ft. Collins CO • 2012 Contract

Collaborated with members of UI design team and R&D development teams to design simple, clean, & elegant user interfaces for new innovative cloud-based service. This role required heavy development of storyboards and mockups, and weekly active participation in usability testing.

UI/UX Designer – Arrow Electronics Inc., Englewood CO • 2011 Contract

Website Manager – Desks Incorporated, Denver CO • 2010 – 2011

CPO / Managing Partner – Flash2xs.com LLC / TattooFinder.com, Denver CO • 2001-2009

Built and managed popular B2C e-commerce company, named by PC Magazine as 2005's top 100 sites and generating over 60,000 unique daily visitor and millions in sales. Created strategic alliances with Inked Magazine, EA Sports, The Learning Channel and Harper Collins Publishing, with whom I contracted to create a 500-page book made available in every Barnes & Noble store – selling over 200,000 copies.

Senior Designer – FastSigns, Houston TX • 2001-2003

PORTFOLIO www.bradcrumbs.com

PUBLICATIONS [Tattoo Sourcebook](#)

AWARDS Tech It Out 2011 Scholarship
AskMen.com Site of the Day
PC Magazine Top 100 Sites