

BRAZZRAEL BRADFORD

Multidisciplinary Designer

*"Good design just needs an idea...
Great design always needs these two
things: purpose and passion."*

Phone • (469) 865 8876
Email • brazzrael@belospo.com
Portfolio • belospo.com

ABOUT

Brand professional with 6+ years of experience building digital products, accelerating marketing endeavors, and creating riveting brand experiences. Passionate about translating complex ideas into accessible & refreshing user experiences.

WORK HISTORY

Brand Manager
Conquer Life Co • Chicago, IL
2021 - Present

Led the end-to-end UX/UI design of the Conquer Life platform, creating intuitive web and mobile experiences from concept through high-fidelity prototypes and developer handoff.

Optimized YouTube content strategy to increase brand reach and channel growth, generating 246,000+ impressions, 98,000+ views, 757 watch hours, and 17,000+ subscribers.

Developed venture capital presentations and marketing assets that contributed to securing nearly \$100,000 in University Athletic Department initiatives.

Brand Manager
West Loop Orthodontics • Chicago, IL
2021 - Present

Oversaw front-end and back-end website management, maintaining content, improving usability, and ensuring a seamless digital experience.

Managed the practice's brand presence across social media, web, and digital marketing, creating cohesive content that strengthened community engagement and patient awareness.

Collaborated with doctors, staff, and external partners to develop creative marketing materials and brand assets that supported practice growth and patient acquisition.

SKILLS

Brand

→ Brand Identity
→ Marketing Design
→ Social Strategy
→ Presentation Design

Digital

→ UX/UI
→ Web Design
→ App Design
→ Content Management

Creative

→ Storyboarding
→ Photography
→ Videography
→ Sketching
→ Short-Form Strategy
→ Design Systems

PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premiere Pro
Adobe XD

Figma
Clip Studio Paint
Webflow
IT Support

EDUCATION

Bachelor's of Science • Purdue University
Computer Graphics Technology
Major Game Design & Development • Animation

HOBBIES & INTERESTS



Fitness



Game Dev



Technology



Thrifting