

Brad Gashler

User Experience Designer

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Seattle, WA

Blending robust design and coding expertise to rapidly iterate on customer needs.

EXPERIENCE:

Amazon — Sr. UX Designer — Seattle, WA 2018–Present

Previously UX Designer II 2017–2018

- Leading design for Amazon's pilot program to accept SNAP EBT (food stamps).
- Empowering people in "food deserts" to have easy access to fresh groceries.
- Creating prototypes, documentation and qualitative research studies.
- Collaborating with dozens of stakeholders, developers and product managers.
- Designing experiences for other undisclosed projects.

Microsoft — UX Designer — Redmond, WA 2015–2017

- Led design for Visual Studio Code, helping it exceed 1M+ active users.
- Increased download rate by double digits via A/B testing new designs, equivalent to \$1M+ saved annually in ad spend for the same results.
- Prototyped and designed based on user research, enabling popular experiences such as managing settings visually, theming and UI customization.
- Built stakeholder consensus to introduce tab navigation celebrated by users.
- Spearheaded accessibility work for WCAG compliance.
- Helped implement designs using HTML, SASS, CSS, TypeScript and Node.js.
- Designed and implemented high-traffic websites with millions of users (including TypeScript, Apache Cordova, CodePush, TACO, VS Code).
- Created "htmltagwrap," a popular VS Code extension with a 4.5-star rating.
- Spoke at the TechReady conference on VS Code.
- Mentored startups in user centered design through Microsoft Ventures.

Hewlett-Packard — Design Engineer — Atlanta, GA 2013–2014

- Led design for multiple projects within a research and development arm of HP.
- Designed for natural user interfaces, phones and tablets.
- Designed and implemented a mobile data visualization suite enabling users to detect and react to market anomalies for all of HP's consumer product lines.
- Redesigned the manufacturing floor app used in HP factories to run on tablets.
- Conducted user research and collaborated regularly with stakeholders.
- Produced videos and animations demoing complex flows to leadership.

Gashler Films LLC — Owner / Producer — Provo, UT 2006–2013

- Managed production teams for advertising, PR and special event clients.
- Produced and directed a feature-length independent film.
- 2D/3D animation and comprehensive post-production for various projects.

SKILLS:

Design tools

Adobe Creative Cloud
Illustrator
Photoshop
InDesign
AfterEffects
Adobe XD
Invision
Sketch

Techniques

Lean UX
Agile / Scrum
Wireframing
Rapid prototyping
Interaction design
Information architecture
Visual design
Qual./quant. research
Writing and editing
2D/3D animation

Full-stack development

HTML5 / CSS3 / SASS
TypeScript
JavaScript
Node.js
React / ReactNative
Python
Machine Learning
Git
Azure / AWS
Mac, Win, Linux

EDUCATION:

Brigham Young University

Bachelor of Arts
Communications:
Advertising