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Summary

Innovative, award-winning VP, Digital Experience / Creative Director; enjoys 10+ years' experience engaging consumers of global brands and devising interactive, usability and design strategy; well versed in social-media tactics and design; recognized for delivering research-driven/better-targeted creative that produces more-compelling user experiences. Respected team captain leading by example and promoting workplace camaraderie. Fiend for efficiency, productivity and cost-savings who believes there is always room for improvement. Business-development dynamo. Eagle-eyed observer of trends in advanced technology. Winner of 37 Addys. Notable for refreshing sense of humor, upbeat outlook and conviction that work can be fun (seriously).

Education

A.S. in Interactive Media Design,
Art Institute of Pittsburgh, spring 2010

Coursework in commercial art and advertising,
Luzerne County Community College,

Coursework in business and psychology
Old Dominion University

Software

- Platforms: Macintosh, Windows, Linux/Unix
- Experience Design/Usability: Axure RP Pro, Omnigraffle Pro, OmniPlan
- Multimedia: Flash, Dreamweaver (Contribute), Quicktime Pro, Final Cut Express, LiveType, Soundtrack, Garageband
- Graphics/Layout: Photoshop, Illustrator, InDesign, Acrobat, QuarkXpress
- Office/Presentation: Microsoft Word, Excel, Powerpoint; Apple Keynote, Numbers, Pages

VP, Digital Experience, 2010-present

Director of Interactive, 2009-2010; Senior Art Director, 2007-2009

Hart Associates (integrated marketing and communications firm), Maumee, Ohio

- Reinvented Interactive Department to better serve clients including La-Z-Boy, DePuy/Johnson & Johnson, Golden Corral (family-style restaurants), Carhartt (apparel), and Ohio Lottery MegaMillions and Keno. Strategic – research-based, goal-driven – approach to user experience, information architecture and digital creative nearly doubled Hart Associates' gross income within first two years. Recruited by company in 2007 and promoted from Senior Art Director to Director of Interactive in less than two years; named VP, Digital Experience, the following year.
- Proven success in collaborating with research teams to conduct usability research findings to inform planning and execution of grade-A brand platforms, interface and rich-media design, CSS development, and user personas, as well as site maps, wireframes, navigation flow charts, and standards and style guides.
- Linchpin to landing company's single-largest project, La-Z-Boy website build – oversight of 13-month mission involving 6 teams clinched relationship with client; account revenue projected to nearly double in 2010. Guided team in turning behavior analytics, usability reviews and brand studies into action plans; addressed everything from increased rates of shopping-cart abandonment to an enhanced Design Center customer area to social media aimed at refining overall branding efforts.
- Success with Johnson & Johnson's DePuy brands resulted in Hart Associates' selection as Johnson & Johnson Preferred Vendor. This included everything from redefining the user experience on multiple franchise websites to shepherding offshore development teams from around the world.
- Mentoring and motivating team of 9 interface designers, project managers and developers; emphasizing accountability and creative growth. Re-energized talent pool by retaining and hiring personnel based on performance.
- Proven track record of reducing costs, increasing profitability and improving efficiency by redefining agency's approach to creating engaging digital work as well as how it flowed through the agency.

Creative Director, 1996-2007

Mojave Creative (advertising agency) Mountaintop, Pennsylvania

- Spearheaded agency's development of digital capabilities – Mojave did not previously deliver creative for the Web; steered creative strategy, serving as chief user-experience designer and website architect. Began at firm as designer; promoted to Art Director, then Creative Director.
- Designed storytelling-based creative-brainstorming model around customer engagement; encouraged creativity with monthly offsite idea/inspiration-sharing sessions; challenged team to find "reason to believe" in client's product or service.
- Quarterbacked direct-marketing campaign for Commonwealth Telephone/Frontier Communications up-selling bundled "value packages" to existing customer base; calls to action (associated with free service or product requiring service) achieved sales record for carrier, exceeding projections by 10%. Drove competitive positioning (against Home Depot and Lowe's) of Eastern Penn Supply Company through locally produced contractor-testimonial cable-TV spots; saved money using single, hand-held camera, actual job sites and area theater talent. Boosted Noble Biomaterials' silver-enhanced fabric X-STATIC, engaging Adidas, Land's End and U.S. Armed Forces by demonstrating how to market "miracle fiber" to consumers; collaborated on debut of items made with X-STATIC, creating ad concepts and executing POP retail displays.
- Re-engineered operations, business-development and marketing strategies; piloted cross-media house ad campaign encompassing scented direct-marketing pieces, tongue-in-cheek microsite and "office survival kit" widget. Initiatives secured 50% of agency's new business; within 18 months, overall streamlining saw 20% increase in profits with 20% fewer clients.