



JOE BRADFORD

ID/UX

My design philosophy is simple. Good design improves lives. Whether I am designing and playtesting Hasbro's next big gaming experience, helping Design Museum Foundation evolve their exhibit and event branding, or sketching out wireframes for an app concept, I believe that design has the power to unite, educate, entertain, and improve lives. Let's work together to make a positive change in the world.

EDUCATION

Wentworth Institute of Technology
550 Huntington Ave, Boston MA
B.S, Industrial Design

SOFTWARE

Creative:
Adobe Creative Suite CC,
Sketchbook Pro

Wireframing:
Sketch, Adobe Xd, Invision,
Keynote

Video Editing:
Final Cut Pro, Adobe Premier CC,
iMovie

3D:
Solidworks, Rhino, Keyshot

Coding:
Some experience with Xcode +
Swift, C++, HTML5

CONTACT

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HONORS & AWARDS

Nominated, Forbes 30 under 30, Games
Hasbro, 2014
I was one of two designers nominated
by Hasbro for Forbes 30 under 30's
Games category in 2014.

📌 **Best Directed Studies Project**
Wentworth Institute of Technology, 2012
Developed a system of smart picture
frames and designed a new form of
therapy used to help increase quality
of life for those with Alzheimer's Disease.

📌 **Notable Exhibition Award**
Core77 Design Awards, 2012
Graphic development lead for an exhibit
about sustainable design titled 'Retail'.

Guest Lecturer
Wentworth Institute of Technology, 2016
I was invited by the Wenworth Institute
of Technology design department to
speak to the freshman class of industrial
and interior design students as part of a
design lecture series.

Guest Instructor
Wentworth Institute of Technology, Ongoing
I have been a guest instructor to
Wentworth's junior year Game Design
Studio and have taught classes on game
prototyping and testing.

Hasbro, Inc | Senior Product Designer, Games | 2012 – Present

hasbro.com

I am a manager and lead designer for the Entertainment and Licensing segment of Hasbro Games, responsible for leading the development of game experiences for our partner brands like Star Wars, Marvel, Netflix, and Disney. I manage a team of two designers to define the product line strategy, assemble licensor pitch presentations, generate product concepts, create playable game prototypes, perform consumer testing, manage licensor approvals, and work with domestic and international manufacturing partners to create new games on schedule and in line with the financial goals. This is achieved through cross functional agile product development working closely with our marketing, engineering, QA, and brand writing teams.

Providence Candle Co. | Owner and Sole Proprietor | 2016 – Present

providencecandle.co

Bespoke, small batch soy candles made and sold in Rhode Island. After noticing that craft goods were rapidly growing in popularity within the Rhode Island artist community, I began to look for a low cost, high profit margin item that I could produce in my studio apartment during my free time. Research led me to candles. After a few test batches and branding exploration, I landed my first bulk order for a wedding in fall of 2016. I launched the webstore on January 1st 2017 using only Instagram as a means of advertising. In the 5+ months I have been active, PCC has grown quickly and is now sold in four local shops, surpassing 1k Instagram followers.

Design Museum Boston | Designer, Branding and Exhibit Design | 2011 – 2013

designmuseumfoundation.org

As the designer on staff during Design Museum Boston's residency at startup incubator MassChallenge, I was tasked with redesigning the museum's exhibit and event branding. My solution was the 'doticon' brand mark, now used for all exhibits and events across three locations; Boston, Portland, and San Francisco. During my time at the museum, I also had the opportunity to co-develop Light Beacons, Philips Color Kinetics-powered interactive illuminated exhibition panels for outdoor pop-up exhibits, lead content development and graphic design for an exhibit on sustainable design called 'Retail: Retell, Recycle, Rethink', and helped launch and organize an international public seating design competition called 'Street Seats'.

Northeast Photoboosth | Co-founder and Designer | 2007 – 2011

northeastphotoboosth.com

Initially conceived as a way to pay for my college education, I designed a mobile DSLR-powered photo booth, created branding (logo, website, business cards, etc.), built a website, and wrote out a business plan in order to find clients and book events. After 10+ years and hundreds of weddings and private events, Northeast Photoboosth has grown to become a family owned and operated photo booth rental company, now owned and operated by my parents.