

Brad Cooper, CPACC

Experience Designer

CONTACT

bradleyjcooper@gmail.com
856-316-7128

EDUCATION

MS in User Experience & Interaction Design Jefferson University
December 2019

BS in Media Arts & Animation Art Institute of Philadelphia
March 2003

PROFESSIONAL AFFILIATIONS

American Institute of Graphic Artists (AIGA)

User Experience Professionals Association (UXPA)

International Association of Accessibility Professionals (IAAP)

CERTIFICATION

Certified Professional in Accessibility Core Concepts (CPACC)

PROFESSIONAL EXPERIENCE

SEI Investments, Experience Designer
April 2005 - Present

I work closely with our business's marketing departments to manage the UX and Accessibility strategies for our public-facing website. I coordinate with multiple technology teams on integrating user experience methodologies and visual design practices into established development lifecycles, bringing in a user-centered perspective on our digital product design.

I coordinate the strategies with stakeholders, frame problems, facilitate workshops, conduct user testing, and produce a range of UX deliverables to make informed design decisions - including everything from personas, information architecture, content hierarchy and user-flow documents to wireframes, style guides, hi-fidelity prototypes and stakeholder presentations.

As part of SEI's Design Thinking Team, not only do I help facilitate the design process among cross-functional products and teams, but I also contribute to the internal design thinking curriculum and multi-week training sessions for coworkers with a wide range of skills and roles.

Mentor, UXPA
October 2019 - Present

I am currently an active Mentor with UXPA, helping young UX researchers and designers feel more confident in their abilities and portfolios with the ultimate goal of helping to advance their careers.

Digital Strategy Consultant
March 2003 - Present

I have worked with several dozen small businesses to help develop their digital strategies, to consult on their current practices, help them to establish or elevate their online presence, and to give them the knowledge they'll need to be successful online.

Polyglot Press, Digital Designer
September 2001 - Mar 2005

I joined this three person startup where we published rare out-of-print out-of-copyright or first-time author's books. I worked to restore 100+ year old photographs and illustrations, collaborated with authors on designing book layouts and oversaw their production end-to-end.