JEFF BRADSHAW

Senior Designer · Creative Director · AI Design Specialist

CONTACT

(916) 505-????

vizyouall@ gmail.com

jb@jbradshaw.design

CORE COMPETENCIES

Brand & Corporate Identity
Art Direction
Editorial & Publication Design
AI-Assisted Visual Design
Proposal & Marketing Graphics
Infographic Design
Interactive & Multimedia
Creative Direction

TECHNICAL TOOLKIT

Adobe Creative Suite
Midjourney / AI Image Gen
HTML / CSS / JavaScript
React / Next.js
After Effects / Animation
Figma
NotebookLM / AI Research

RECOGNITION

12 Sacramento Ad Club Awards
National Enquirer Feature,
"Bus Bench Closed" (1976)

PROFESSIONAL SUMMARY

Creative professional with 30+ years spanning corporate identity, editorial design, and multimedia production. Contributed to over $1 billion in contract wins through visual communications at CGI. Now offering freelance services that blend strategic design thinking with AI-enhanced workflows.

PROFESSIONAL EXPERIENCE

Freelance Designer & AI Specialist - Independent | 2020 Present

- Developing systematic AI-assisted design workflows using Midjourney, NotebookLM, and generative tools
- Created META TOKEN methodology — structured prompt engineering using photography metadata as semantic anchors
- Producing premium infographics, brand assets, and visual content for clients

Senior Consultant - CGI West/ Marketing | 2005 – 2020

- Led visual communications for state and local contract proposals, contributing to wins totaling over $1 billion
- Designed marketing collateral, presentations, and brand materials for government and enterprise clients

Creative Director - Buffalo Chips Potato Chips | 1995 – 2005

- Directed creative strategy and visual execution for regional and national campaigns
- Won 12 Sacramento Ad Club Awards across print, identity, and multimedia

Co-Founder & Lead Designer - Gridware | 1983 – 1985

- Co-founded Gridware - a company porting arcade games to PC platforms, combining programming, graphic design, and early UX thinking

Computer Graphics Designer - VTN (Cable Data) | Early Career

- Designed interactive television interfaces, pioneering on-screen navigation concepts decades before modern streaming platforms