

# Bradley Hale

Creative Director & Director of Interactive Design

Charlotte, NC · [brad@bradleyhaledesign.com](mailto:brad@bradleyhaledesign.com) · 276.206.0115 · [bradleyhale.com](http://bradleyhale.com)

Director of Interactive Design with 15+ years of experience creating high-performing websites, brand systems, and digital experiences for agencies, nonprofits, ministries, and mission-driven businesses. My work blends clean visual design with intuitive UX strategy, rooted in a deep understanding of storytelling, clarity, and conversion-focused layout structure.

I specialize in elevating organizations through thoughtful interface design, design-system thinking, and scalable digital solutions. I bring a leadership style built on collaboration, creative exploration, and a strategic, technology-forward mindset, including the use of AI to accelerate and strengthen every stage of the design process.

## SPECIALTIES

Creative Direction

UI/UX Strategy

Website Design (Figma /WordPress / Shopify)

Digital Branding & Identity Systems

Responsive Design

Design Systems

Wireframing & Information Architecture

Team Leadership & Creative Operations

## EXPERIENCE

### Director of Interactive Design

2TON Creative · West Palm Beach, FL · 2018–Present

Lead creative direction, UI/UX strategy, and digital execution for a wide range of clients across healthcare, ministries, education, B2C services, lifestyle brands, and small–mid-sized organizations.

#### Impact & Responsibilities

- Designed and led development for hundreds of websites, focusing on clarity, hierarchy, conversion strategy, and brand alignment.
- Develop brand identities and digital brand systems that reinforce consistency across websites, collateral, and campaigns.
- Guide designers and developers while serving as the primary creative and strategic point-of-contact for clients.
- Translate client goals into intuitive, conversion-driven experiences that emphasize simplicity, clarity, and usability.

### Founder & Creative Director

Domini Design Co · Charlotte, NC · 2023–Present

Launched a Christian lifestyle and apparel brand grounded in faith-centered messaging, thoughtful typography, and high-quality product design.

#### Highlights

- Built the Shopify storefront, optimizing product hierarchy, UX flow, mobile performance, and brand consistency.
- Designed apparel lines that have grown into consistent sellers.
- Create all brand assets: identity, messaging, product design, photography direction, marketing content, and campaigns.
- Blend faith, testimony, and storytelling into creative work, generating authentic community engagement.



PORTFOLIO



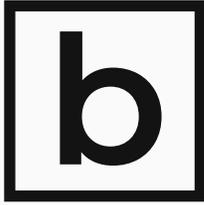
LINKEDIN



EMAIL



PHONE



## EXPERIENCE, CONT.

### Senior UI Designer > Associate Create Director

Levatas · Palm Beach Gardens, FL · 2014-2018

Bring exceptional creative thought and craftsmanship to a variety of clients and projects, ranging from UI/UX design and front-end development to brand identity, advertising, photo and video art direction and production.

### Senior Designer

Home Front Communications · Washington, DC · 2011-2013

Design experiences for large, data-driven projects to smaller-scale, event-based projects, and everything in between. Ensuring the integrity of the concept is preserved and craftsmanship honored.

### Director of Creative Services

ElectionMall Technologies, Inc. · Washington, DC · 2009-2011

Manage team of designers and programmers. Concept, design, develop, implement and maintain websites using content management systems. Client point of contact for managing website projects. Hire, train and manage junior staff.

### Freelance Designer

Washington, DC · 2008-2009

Design business cards, stationery, posters and signage. Build and maintain HTML and Flash websites.

## EDUCATION

### Bachelor of Science, Graphic Design, Media Studies

Radford University · Radford, VA · 2004-2008

## NOTABLE PROJECT TYPES

Luxury & Hospitality Website Design

Education & Nonprofit Web Platforms

Brand Identity & Visual Systems

Interactive & Responsive UI/UX Design

E-Commerce & Product Experience Design

AI-Enhanced Creative Workflows

## TECHNICAL SKILLS

### Design Tools

Figma

Sketch

Photoshop

Illustrator

InDesign

After Effects

Premier

Resolve

### Development Tools

HTML

CSS

JavaScript

PHP (WordPress)

Liquid (Shopify)

Beaver Builder

Elementor

Divi

WBakery

Webflow

Motion.Page

Shopify

WordPress

  
PORTFOLIO

  
LINKEDIN

  
EMAIL

  
PHONE