





**STEVEN
BRAD
BRACHERT**

 STEVENBRADDESIGNS.COM

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SKILLS AND SOFTWARE

ADOBE PHOTOSHOP	MICROSOFT OFFICE
ADOBE ILLUSTRATOR	CINEMA 4D
ADOBE LIGHTROOM	WRIKE
ADOBE INDESIGN	GOOGLE SUITE
ADOBE PREMIERE PRO	GRAPHIC DESIGN
ADOBE AFTER EFFECTS	SKETCH
ADOBE DIMENSION	MOTION GRAPHICS
ADOBE ACROBAT	FIGMA

AWARDS

2024
MCKENDREE UNIVERSITY - ART MAJOR STUDENT OF THE YEAR

2023
MCKENDREE UNIVERSITY VISUAL AND PERFORMING ARTS AWARD

2022
SOCIAL MEDIA VOTED WINNER FOR MIKE EVANS FAMILY FOUNDATION FUNDRAISER'S MERCH DESIGN CONTEST

EDUCATION

UNIVERSITY OF WASHINGTON
GRADUATE CERTIFICATE in UX & Visual Interface Design
March, 2025

MCKENDREE UNIVERSITY
BACHELOR of ARTS in GRAPHIC DESIGN
Cumulative GPA 3.8/4.0 - 3x Dean's List
May, 2024

ANNA MARIA COLLEGE
BACHELOR of ARTS in GRAPHIC DESIGN
Cumulative GPA 3.9/4.0 - 4x Dean's List

LANGUAGES

ENGLISH - NATIVE **GERMAN** - NATIVE **SLOVAK** - A1

EXPERIENCE

EVERYTHINGCOLLEGEHOCKEY

Creative Director & Partnerships
June 2023 - Present

- Led the creative vision for the brand, overseeing all design and visual content, from social media campaigns to merchandise design.
- Managed partnerships with collegiate teams, sponsors, and influencers, ensuring cohesive branding and seamless integration of partnership assets.
- Directed a team of designers and collaborated closely with marketing and editorial teams to maintain a unified brand voice across all platforms.
- Spearheaded the development of branding guidelines, ensuring consistency across all creative materials.

Graphic Designer
June 2022 - June 2023

- Designed and created digital assets for social media, website, and promotional materials, engaging a large community of college hockey fans.
- Developed graphics for team features, game-day posts, and merchandise, maintaining brand consistency across all platforms.
- Collaborated with the marketing and content teams to enhance user engagement through visually compelling designs.
- Contributed to the growth of the brand by producing innovative designs that elevated the visual identity of EverythingCollegeHockey.

GRAPHIC DESIGN INTERN

St. Louis Blues
Sept. 2023 - May 2024

- Assisted the design team in creating promotional materials, social media graphics, and in-game assets for one of the NHL's premier franchises.
- Designed marketing collateral, including posters, flyers, and digital ads, to support game-day promotions, special events, and community outreach.
- Helped develop fan engagement strategies through visually captivating designs, making increased social media interaction and fan involvement.

MEDIA PRODUCTIONS MANAGER, UI/UX DESIGNER

Madrid Productions
July 2022 - May 2024

- Managed the full media production lifecycle, overseeing video projects from concept through to final delivery, ensuring the highest quality in visual storytelling and client satisfaction.
- Led the design development of user interfaces and user experiences for web and mobile applications, improving functionality and user engagement.
- Collaborated with clients to develop engaging multimedia content, including promotional videos, brand stories, and social media assets, ensuring alignment with their vision and brand identity.