



## Bradley Walker

### Digital Product & UX Design

With 16+ years of design experience I am passionate about creating digital products that genuinely improve people's lives while meeting business objectives.

Based in Amsterdam, NL

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### Skills

**Design & Prototyping:** Figma, Sketch, Adobe CC, Wireframing, Prototyping, User Flows, Journey Mapping, Design Systems

**3D & Game Tools:** Blender 3D (Advanced User & API), Unreal Engine (Familiarity), 3D Asset Pipelines, Workflow Optimisation

**Development Knowledge:** Python, HTML, CSS, JavaScript, Git, SvelteKit

**Research Methods:** User Interviews, Usability Testing (Lab & Remote), A/B Testing, Heuristic Evaluation, Analytics Review

### Certifications

Become a Technical Artist  
ELVTR.com, Feb – Mar 2025

Human-Centered  
Systems Thinking  
IDEO U, Apr – Jun 2024

Become an AR/VR Designer  
ELVTR.com, Jan – Mar 2024

### Education

Bachelor in Art & Design Part-time,  
in the field of Interaction Design

Gerrit Rietveld Academie,  
Amsterdam NL

### Senior Product Designer @ Printify

Apr 2024 – Present · Remote

- Leading design initiatives to develop innovative solutions for the Print Provider Portal and internal tools, focusing on streamlining complex operations and catalogue management.
- Significantly improved efficiency in product listing processes through workflow optimisation and automation.
- Established and promoted the adoption of a design system to enhance consistency and reduce development effort across supply-side tools.
- Collaborated with cross-functional teams to deliver user-centric solutions addressing the needs of both Print Providers and internal stakeholders.

### Digital Product & UX Designer @ Freelance

Jan 2023 - Jun 2024 (1y 6m) · Remote

- Developed a Blender add-on that streamlined the 3D export workflow for artists, leading to reduced repetitive tasks.
- Designed and built a minimalist website for an art collective.
- Provided actionable recommendations to clients through comprehensive UX audits.
- Facilitated collaborative design workshops to align stakeholder goals with user needs.
- Developed strategic design roadmaps to help clients prioritise improvements based on potential impact.

### UX Designer @ Booking.com

Jan 2015 – Apr 2022 (7y 4m) · Hybrid (The Netherlands)

- Led design and implementation of innovative web-based customer service tools and a new communication channel, transforming the experience for over 7000 global users and resulting in faster handling of customer requests.
- Enhanced the business traveller loyalty programme through extensive on-site user research across Europe, leading to increased earning and use of rewards.
- Improved the usability of the affiliate rewards system through user research and design system alignment, clarifying requirements and reducing user friction.
- Conducted comprehensive user research (interviews, testing, shadowing) to gain deep user understanding and promote a customer-centric approach across teams.
- Collaborated effectively with cross-functional teams across multiple departments to deliver user-centred solutions for large-scale internal platforms and B2B tools.

### Digital Designer @ Lab19 Digital

Jan 2013 - Dec 2014 (2 years) · Remote

- Collaborated with international clients on various digital design projects, including design pitches, mockups, UX consulting, branding, and website development.
- Delivered high-quality digital designs under tight deadlines.

### Design @ Freelance

Jan 2012 - Dec 2014 (3 years) · Remote

- Provided digital design and branding services for local businesses.
- Developed mobile-first websites and web applications.

### Web Designer @ FirstView

Nov 2008 - Oct 2011 (3 years) · On-site (South Africa)

- Played a key role in establishing and growing the agency.
- Designed websites and promotional materials for major brands.