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[Github](#)

[LinkedIn](#)

SKILLS

Design

0 to 1 product design

Problem framing

Design system governance

Information architecture

Content design, voice and tone

Brand, pricing and positioning

Critique and coaching

Research

Continuous customer conversations

Interviews

Shadowing

Proto-personas and archetypes

Usability and A/B testing

Workshop facilitation

Build

SvelteKit

JavaScript

HTML

CSS

Tailwind

Python

Supabase and PostgreSQL

Git

Figma and Figma MCP

Blender

Claude Code

EDUCATION & PRACTICE

Education

BA Art & Design (Interaction Design) · Gerrit Rietveld

Academie, Amsterdam

Technical Artist, ELVTR 2025

Human-Centered Systems

Thinking, IDEO U 2024

AR/VR Design, ELVTR 2024

Art practice

Virtual worlds and installations, including an ongoing virtual city called residual.

speculativeartefact.net

Bradley Walker

Senior Product Designer & Design Engineer · Amsterdam, NL

17 years building tools that get out of the way of the thing people actually came to do, mostly inside complex B2B systems at Booking.com and Printify. I frame the problem, design it, write the words and build it in production code.

EXPERIENCE

Senior Product Designer, Supply Pillar Design Lead @ [Printify](#)

Apr 2024 to Present · Remote

- Cut new product onboarding from about six months to under a week by directing a self-service system.
- Built the Supply portal's design system and migrated it onto the new components, giving new functionality a foundation to ship on and collapsing 20+ inconsistent tables into one.
- Aligned engineering and design leadership on the component library through a structured ADR process, and it held through the Printify and Printful merger.
- Closed a silent data corruption risk by setting and documenting save and edit standards.
- Unlocked distributor API integrations and reusable asset libraries by reframing product information into three ownership tiers.
- Moved supply strategy from size based to behaviour based segmentation, giving departments shared vocabulary for prioritisation.
- Set experience direction, ran critique across the wider product, prototyped in production code.

UX Designer @ [Booking.com](#)

Jan 2015 to Apr 2022 (7y 3m) · Hybrid

- Led the messaging redesign serving 12,000+ customer service specialists globally, coordinating six designers across four departments.
- Cut handling time by about 20% on some ticket types with quick reply templates that covered 70%+ of replies and trained the AI Assistant with every use.
- Killed a standalone interface the team had already invested in after shadowing showed specialists kept returning to the tool they trusted.
- Aligned 10 of 12 components with the design system in the affiliate rewards redesign, clarifying earning and redemption so support tickets fell.

Digital Product & UX Designer @ [freelance](#)

Jan 2023 to Mar 2024 · Remote

- Delivered UX audits that diagnosed the root business problem, not only the interface one.
- Shaped digital strategy and web architecture for art collective MONDAG.

PRODUCTS SHIPPED SOLO

Grain · [grainref.app](#)

Reference board for images, audio, video, 3D and notes. Design, brand, copy, code and pricing, on Mac and Windows, in four languages.

Plaarts · [plaarts.app](#)

Two-sided art exhibition discovery platform for the Netherlands. English and Dutch. SvelteKit, Supabase, Tailwind, PWA.

EasyMesh Batch Exporter · [extensions.blender.org](#)

Open-source Blender add-on used and reviewed by 3D artists. Built in public and changed by real bug reports.