

Professional experience

Ratio – Head of product design

Jan 2021–Present · 1 yrs

- I am designing the Ratio product (and the design capability) from the ground up. And as the owner of the overall experience, I ensure that our product delivers exceptional user and customer experiences by consistently providing qualitative and quantitative data inputs to inform decision-making.
- I successfully implemented an atomic design system with over 200 components and 100's of unique pages to ensure continuity and productivity are retained when new designers are onboarded.
- I design, implement, and manage the ratio.me marketing website through Webflow.

Publicis Sapient – Director of experience

Jan 2020–Jan 2022 · 2 yrs

- I successfully led a project that reduced operating expenses for a Canadian telecommunication corporation via a ~20% reduction of service calls (truck rolls) through an acquisition strategy that increased self-connect installations through bundled product offers by ~50%.
 - I played a crucial role in stakeholder management. My ability to communicate clearly and collaborate with others allowed me to evangelize our strategic approach and drive its implementation.
- I assisted a global supply chain corporation in the agile (SAFe) development and implementation of their warehouse and logistics management tool, using quantitative and qualitative data to identify and validate 4 key product features that leveraged machine intelligence to provide proactive insights that save each customer ~\$5-10m USD in annual operational expenses.
- As an advisor to the president of a multinational CPG conglomerate, I successfully supported an innovation initiative that resulted in a high-impact revenue opportunity of \$85m (based on conservative 5% take rate.)

Humanistic – Co-founder / Head of product & design

Feb 2016–Jan 2020 · 4 yrs

- I co-founded and successfully operated a small, high-margin strategic innovation company, achieving annual recurring revenue of over 1.27 million CAD. By providing our clients with strategic guidance for the uncertainty of the future, I directly contributed to the generation of hundreds of millions worth of intellectual property.
- Working with a multinational device manufacturer, my co-founders and I helped identify a revolutionary interaction paradigm for a diverse connected device ecosystem. We then developed a successful R&D investment strategy that resulted in ~\$50m USD worth of intellectual property and 4 new revenue stream opportunities.
- I collaborated with ElementAI and their client LG to explore the role of artificial intelligence in the home. Working with my co-founders, we developed scenario narratives around uncertainties like privacy, explainable AI, and ethical governance. Our efforts resulted in the development of ~25m USD worth of intellectual property, many of which LG presented on stage at CES 2020.
- Completely reimaged one of the most antiquated, manual, and paper-heavy processes for Canadians. Resulting in the first all-in-one transaction and contract management tool (responsive web) recognized by the Toronto Real Estate Board (TREB) and CREA. Our client was acquired by FCT (First Canada Title) in 2019.

Kinetic Cafe – Senior product design

Feb 2014–Feb 2016 · 2 yrs

- Conceptualized, designed, and implemented a market-leading application and connected store experience for ALDO shoes.

Xtreme Labs / Pivotal Labs – UX designer

Jan 2013–Feb 2014 · 1 yrs

Carbonated Inc – Web designer

Apr 2010–Jan 2013 · 3 yrs

Leadership experience

Publicis Sapient – Director of experience

Jan 2020–Jan 2022 · 2 yrs

- As a director and HOX lead (head of experience) for the Toronto team, I dedicated my time to the personal and professional growth of my 8 direct reports and the extended team of 30 designers. I took on a mentorship role, offering guidance and support to help them develop their skills and advance in their careers.
 - For example, I noticed that one of my reports needed to be more confident about setting ambitious goals, so I took on a coaching role to help them push beyond their perceived limitations. Despite the initial doubts, they outperformed their expectations by 500%.
 - To effectively manage and support a team of 30, I implemented a twice-weekly open-hours 15m time block for 1:1 coaching and work review sessions.
- As the head of experience (HOX), I took the initiative to investigate and understand the potential risks and opportunities emergent for the future. I researched uncertainties around assisted creativity and digital self-representation powered by artificial intelligence. My findings identified likely disruption from AI in 3 core areas of design. Using this knowledge, I developed a future-proof enablement and training curriculum for junior hires to ensure they are prepared for the evolving landscape of our field.

Humanistic – Co-founder / Head of product & design

Feb 2016–Jan 2020 · 4 yrs

- As the founder of the business, I successfully led and administered a team of 4 employees and several freelancers. I prioritized supporting my team's personal and professional growth, coaching them through challenging tasks and empowering them to think critically for themselves.
 - For example, I recognized that one of our junior employees struggled with problem-solving and relied heavily on asking for help. I took an active role in helping them develop their problem-solving skills and increase their independence by coaching them to focus on their internal locus of control—resulting in a 2x improvement in the overall team's productivity.

Advocacy

“Bradley is a very strong systems-level thinker with strong pattern recognition and a proven ability to anticipate and solve downstream implications of strategic decisions. His ability to think laterally, combined with a history of strong execution, makes him well-equipped to define and conceptualize emergent opportunities for innovation and new product platforms.”

Graham Tuttle

VP | Rapid Response Lab, Publicis Sapient

“Bradley is a guide, listener and coach all in one. He treats his team with the respect deserved and space they need. He does not allow potential chaotic disturbances to take hold of his team and push them over the edge—remaining calm and doing what is right.”

Mischa Gorenc.

UX strategist, U.S. Department of State

Education

3yr Diploma in Marketing and Consumer Buyer Behaviour

2006–2009 · 3 yrs

- Varsity College. Pretoria, South Africa.