

# Brad Strong

Product Strategist | Experience Designer

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## Profile

I am a passionate individualist who happens to thrive in team environments. I love finding new ways of connecting people through technology.

## Experience

### **Director, New Media Product Development, Kaplan Publishing; New York, NY — 2011-Present**

Oversee creation and execution of product development strategy for digital retail products; Play key role in the development of business strategies surrounding video production, electronic product and mobile content delivery; Collaborate with leaders across several business units to ensure that multi-channel product offerings are aligned with long-term company goals and standards; develop wireframes and prototypes for new products.

### **Usability Architect, Kaplan EduNeering; Princeton, NJ — 2010-2011**

Conceptualized and developed wireframes and prototypes for new products; Designed and executed usability tests, synthesized results into valuable metrics and leveraged findings to improve functionality of legacy products, and initiate development of new products; Played key role in the implementation of XML Content Management System and surrounding business processes; Helped increase total company sales by over 10% in 2010 by creating a highly interactive and customizable sales tool.

### **Multimedia Designer, Kaplan EduNeering; Princeton, NJ — 2007-2010**

Crafted the layout and design of Flash and .ASP based eLearning courses; Designed animations, interactions and learning activities using HTML, JavaScript and ActionScript for computer based training modules; Created both print materials and multimedia presentations for clients as well as internal marketing initiatives; Managed multimedia projects.

## Education

Rutgers University, New Jersey — Mini-Masters, User Experience Design, 2009  
University of Edinburgh, UK — MSc with Distinction, Design and Digital Media, 2007  
Temple University, Philadelphia — BA Magna Cum Laude, Film and Media Arts, 2005

## Specialties

Content management, program and project strategy, production workflow, business process analysis, experience design evangelist, interactive strategy, mobile/handheld devices and trends, product design, multimedia production, creative thinking, client management

## Referrals

Available upon request.