

## BRADLEY MAHAFFEY

[www.vanillagreen.com](http://www.vanillagreen.com)

206.849.6380 – brad@vanillagreen.com

## HELLO

I'm Brad—a product specialist. For over 18 years I've been crafting and directing successful results-driven digital product experiences. I think of myself as an experienced leader, a creative pragmatist, and an avid builder.

## EXPERIENCE

### Redfin

*Product Design Manager*

*Aug 2016 - Present*

I lead a team of top-notch UI/UX & product designers in our San Francisco office that are helping to reinvent real estate at Redfin.com.

### VanillaGreen.com

*Product & UX Consultant*

*Aug 2008 - Present*

VanillaGreen.com is an online showcase of past work for independent clients and organizations including Nike, Rovio, MarketLeader, and others.

### Simpolfy

*Chief Product Officer / Cofounder*

*Oct 2014 - Jan 2016*

A political action startup, Simpolfy.com matches users with their political representatives and shows them how they align on issues & legislation. After achieving over \$35,000 of crowdfunding via IndieGoGo.com, Simpolfy was graduated by both Fledge.co and Tumml.org accelerator programs.

### Vittana

*Director of Product*

*Nov 2011 - Nov 2014*

Director for online P2P lending product at Vittana.org—doubling crowd-funded loan volume to over \$2M/yr during tenure. Vittana was one of Seattle's top tech startups before being acquired by Kiva.org at the end of 2014.

## EXPERIENCE (CONT.)

### Portent Interactive

*Production Director*

*Nov 2009 - Apr 2010*

Managed design and web production for Portent clients (Lucky Brand, Princess Cruises...). Developed in-house tools and regularly trained fellow staff members on web development and design best practices.

### Zidalgo

*Chief Executive Officer / Founder*

*Jan 2008 - Jan 2010*

Zidalgo was a pioneer in premium Wordpress themes—holding strong market share against industry leaders (WooThemes, ElegantThemes...) before being acquired in 2010.

### Spry Hosting

*Marketing Director*

*Aug 2006 - Oct 2007*

After selling my company BurstBand (below) to industry leader Spry in 2006, I joined the team as Marketing Director. Accomplishments include revising company brand and website, increasing revenue through strategic marketing programs, managing press, and leading rollout of highly successful additory Spry product, VPSLink.com.

### BurstBand

*Chief Executive Officer / Founder*

*Nov 1998 - Sep 2006*

Peaking at over 15 enterprise-class web hosting servers—operations continued until January of 2006 when it was acquired by future employer Spry Hosting (above).

## EDUCATION

### University of Utah

*2002 - 2003*

Instead committed to full-time operation of BurstBand (above).

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## PROFESSIONAL REFERENCES

"Brad is a pleasure to work with -- in addition to his creative gifts, he will jump on any grenade, earning the respect and fondness of his teammates. He met his goals in a difficult time, and did so with a smile."

**Robin Wolaner** – [robin@wolaner.com](mailto:robin@wolaner.com)

*Non profit leader and corporate director*

*Reported to Robin (CEO) at Vittana Foundation*

"Brad is a highly-talented, creative and passionate visual designer — I'd recommend him without hesitation. He led a small team of engineers and marketers at Vittana and, despite limited resources and ambitious goals, was able to consistently deliver results. What I love most about Brad is his cool head — I knew that I would be able to depend on him no matter what. To top it off, he's just a great guy."

**Kushal Chakrabarti** | [kushalc@obviouslywrong.org](mailto:kushalc@obviouslywrong.org)

*Entrepreneur, Advisor*

*Reported to Kushal (Founder & CEO) at Vittana Foundation*

## ADDITIONAL TESTIMONIALS

"I worked with Brad on many projects over multiple years and enjoyed it every time. His results were superb...I'd jump at the chance to work with Brad again."

**Troy Davis**

*President of Papertrail (formerly Seven Scale)*

"In the role of both manager and colleague, Brad has my upmost respect. As a designer, he has a keen eye for creating recognizable branding. His work for Vittana not only brought a cohesive look to the organization but also helped to shape and guide our mission.

As a leader, he has a strong intuition for what works and balances that with a deep understanding of metrics that matter. While his experience has gifted him with unique insights into his work, he was always willing to experiment, respected his employees' ideas, and listened to feedback.

I admired Brad's drive to see things through and his commitment to his work. I was happy to work with and for Brad and would do so again."

**Isaiah Brookshire**

*Marketing & Communications specialist for University of WA*

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View more testimonials online at [linkedin.com/in/bradley-mahaffey-05554318](https://www.linkedin.com/in/bradley-mahaffey-05554318)