

BRADLEY MAHAFFEY

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

Senior Product Design Manager

Aug 2016 - Present

Design manager for consumer-facing Redfin products—leading search, listings, apps, tour-automation, and customer growth teams. Key areas of ownership include product and brand strategy, design language, product+design process, and culture/team building.

VanillaGreen.com

Design & 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 experience at Vittana.org—crowd-funded loan volume tripling to over \$2.2M/yr during tenure. Vittana was one of Seattle's top tech startups before being acquired by Kiva.org at the end of 2014.

EXPERIENCE (CONTINUED)

Portent Interactive

Production Director

Nov 2009 - Apr 2010

Managed design and web production for Portent clients (Lucky Brand, Princess Cruises...).

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

Responsibilities included brand and website direction, digital marketing planning and strategy, and press management.

BurstBand

Chief Executive Officer / Founder

Nov 1998 - Sep 2006

Grew to 15 enterprise-class shared and VPS web hosting servers—acquired in 2006 by DomainTools.

EDUCATION

University of Utah

Bachelors of Arts (incomplete)

2002 - 2003

Not completed—instead committed to full-time operation of BurstBand (above).

REFERENCES & TESTIMONIALS

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