

## BRADLEY MAHAFFEY

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## 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)