

# Brad Kelley

3708 S Grand Ave  
Independence, MO 64055  
816-529-3096  
brad@bradkelley.com  
www.bradkelley.com  
www.linkedin.com/in/bradkelleykc

## Summary

Application development professional, Agile practitioner, and digital artist living in Kansas City, Missouri.

My jam is leading product and project teams to successful outcomes. I'm an experienced Agile practitioner focusing on Atlassian apps like Jira and Confluence. I'm equally at home in creative, development, and management teams, deep-diving for requirements and scope, creating project proposals and estimates, developing creative briefs and UI mockups, and liaising with stakeholders.

## Background

As a product owner, solutions architect, and senior business analyst, I have helped financial service companies transform their businesses with digital tools that increase operational efficiency and empower their customers.

As a developer and designer, my body of interactive work ranged from websites and web applications to interactive games, online training materials, ebooks, and videos. My traditional design work ranged from branding and marketing collateral to collectible trading card games, trade shows, catalogs, book covers, and more.

Hobbies include serving as an officer for the Role-players Guild of Kansas City, serving as Director for Midwest GameFest and Midwest GameFest Online, and serving as the KC STEM Alliance Volunteer Coordinator for FIRST Tech Challenge in Kansas City.

## Skills

Agile, Agile Methodologies, Analytics, Art Direction, Business Analysis, Communication, Confluence, Creative Direction, Digital Marketing, Front-End Development, Graphic Design, InDesign, Information Architecture, Integrated Marketing, Interactive Marketing, Interpersonal Skills, Jira, Live Video Streaming, Marketing, Marketing Communications, Product Design, Product Management, Product Owner, Product Requirements, Product Vision, Project Delivery Design, Project Management, Prototyping, Quality Assurance, Release Notes, Requirements Analysis, Requirements Gathering, Scrum, Social Media, Social Media Marketing, Software Industry, Solution Architecture, Sprint Planning, SQL, User Acceptance Testing, User Experience, User Requirements, User Stories, Video Editing, Visual Design, Web Design, Web Development, Website Development, Wireframing, Workload Prioritization, Written Communication

## Education

**Murray State University**  
B.S. in Graphic Design  
December 1994

## Certifications

### Professional Scrum Product Owner I

Issued by Scrum.org

June 2024

[https://www.credly.com/badges/5556262a-ca1d-49a0-83eb-53dafc5f389f/public\\_url](https://www.credly.com/badges/5556262a-ca1d-49a0-83eb-53dafc5f389f/public_url)

## Organizations

Over the years I've served on the board of directors for AD2 (the under-thirty division of [The Advertising Club of Kansas City](#)), [The Freelance Exchange of Kansas City](#), [fluidUI](#), [The Role-Players Guild of Kansas City](#), KC Game Fair, [Midwest GameFest](#), and BobCon. I have donated time and services to a number of worthy causes including [The March of Dimes](#), [The International Essential Tremor Foundation](#), [The Alzheimer's Association](#), [The KC STEM Alliance](#), [FIRST LEGO League](#), [FIRST Tech Challenge](#), and [FIRST Robotics Competition](#). When not working, I serve as KC's FIRST Tech Challenge Volunteer Coordinator, serve as the Director of Midwest GameFest, write for Catalyst Game Labs' Missions organized play group, and spend time with family.

## Work Experience

### National Insurance Producer Registry (NIPR), Kansas City, MO

#### Implementation Business Analyst (Contracted through APEX Systems)

June 2023 - August 2024

I provided leadership on the MyNIPR team, helped to improve Agile processes, and helped speed delivery times. Our biggest successes were the implementation of the Continuing Education feature of the MyNIPR customer portal, and rolling out our services for customers in New York.

Examples

- [NIPR Adds Continuing Education Transcript Data](#), 2023
- [Additional Licensing Through NIPR for New York Agents & Brokers](#), 2023

### North American Savings Bank (NASB), Kansas City, MO

#### Product Owner, Senior Business Analyst

Oct 2017 - May 2023

I helped establish technology solutions to productivity challenges that drove the company toward efficiency using Agile methodologies. I also helped bridge the gap between the IT Applications and Marketing groups with an emphasis on Customer Experience.

Examples

- [Customer Portal, Blue Sage Solutions SSO](#), 2022
- [Customer Portal, eLynx SSO](#), 2020
- [NASB.com, Redesign and launch](#), 2019

### Freelance, Kansas City, MO

#### Design and Development

Apr 2015 - Sept 2017

Mostly web-based design and management work with some print design.

- Website visual and user interface design, along with back-end implementation
- Project proposals, requirements, and project post mortems
- Marketing email design and implementation
- Social media campaign design and management

- Online community management
- Kickstarter campaign design and management
- Traditional print marketing and collateral design

#### Examples

- [Gray Swan Software](#), 2016
- [Midwest GameFest](#), 2016

### **Group 3 Solutions, Kansas City, MO**

#### **Consultant**

Apr 2015 - Sept 2017

Provided visual design and UI in multiple paradigms (e.g. desktop, mobile), implementation, and maintenance of corporate and institutional websites, creation and commissioning of artwork, multimedia development, back-end programming, information architecture, and project proposals and estimates. Consultant for technology issues on an as-needed basis.

#### Examples

- [Dobies Healthcare Group](#), 2017
- [AdAtlas](#), 2016
- [DITMCO International](#), 2016
- [Founding Bumps](#), 2016
- [Safe Fleet](#), 2015
- [Group 3 Solutions](#), 2015

### **Group 3 Solutions, Kansas City, MO**

#### **Interactive Services Manager**

Jan 2007 - Mar 2015

Led a stable of freelance developers and designers, in a loosely AGILE environment, producing responsive corporate websites and web applications. Responsible for visual design and UI in multiple paradigms (e.g. desktop, mobile), implementation, and maintenance of corporate and institutional websites, creation and commissioning of artwork, multimedia development, back-end programming, information architecture, and project management.

#### Examples

- [R-O-M Corporation](#), 2014
- [H&R Block Newsroom](#), 2012
- [Suture Express eNewsletter](#), 2012
- [Dobies Healthcare Group](#), 2012
- [B.E. Smith eCard](#), 2011
- [Suture Express](#), 2011
- [Langdon & Emison Attorneys at Law](#), 2011
- [AD Clean Energy](#), 2011
- Group 3 Solutions, 2009
- Hickerson-Wahaus Advertising & Design, 2007
- [Elliott Aviation](#), 2007
- [Boilermakers National Fund](#), 2007

## Freelance, Kansas City, MO

### Design and Development

Feb 2002 - Dec 2006

A great variety of work for a great variety of clients.

- Traditional print design (book covers, book interiors, flyers, posters, booths, identity)
- CD-ROM and DVD authoring and cover design
- Web banner ad design and implementation
- Front-end and back-end website design and implementation (concepts through database design, coding, and delivery)
- HTML email design and implementation (electronic public relations, newsletters, and promotions)
- Website team management (proposals, requirements, personnel wrangling, and project postmortems)

Examples (few interactive examples remain from this period)

- [Gray Swan Software](#), 2010
- [Trailblazer](#), 2009
- Dobies Healthcare Group Website, 2005
- [Child Health Care Association \(CHCA\)](#), 2005
- [Alzheimer's Association Heart of America](#), 2004
- [International Essential Tremor Foundation](#), 2004
- [Chris Mann CD Cover](#), 2004
- [Slavelords of Cydonia](#), 2004
- [Heroes of High Favor: Gnomes](#), 2004
- [Grim Tales](#), 2004
- [Innovex Golf](#), 2004
- DITMCO Website Multi-language Conversion, 2004
- [Heroes of High Favor: Halflings](#), 2003
- [The Book of Unusual Treasures](#), 2003
- [The Freelance Exchange of Kansas City](#), 2003
- DITMCO Website Download Support System, 2003
- Dobies Healthcare Website, 2002
- [Heroes of High Favor: Elves](#), 2002
- [Heroes of High Favor: Half-Orcs](#), 2002
- [Widick Marketing Website](#), 2002
- [Bad Axe Games Website](#), 2002
- [DITMCO TestAssistant II CD-ROM](#), 2002
- [R·O·M Corporation CD-ROM](#), 2002
- R·O·M Corporation Website, 2002
- [Heroes of High Favor: Dwarves](#), 2002
- [Misc HTML Email Designs](#), 2002 - 2006
- [Identix SmartTouch](#), 1998
- [BkMk Press](#), 1998
- [Misc Freelance Websites](#), 1998-2000

## **Fleishman-Hillard, Inc., Kansas City, MO**

### **Web Developer**

Aug 2000 - Jan 2002

Key player in a small interactive group at the Kansas City office of the world's largest public relations firm. Responsible for visual design, implementation, and maintenance of large corporate and institutional websites, including creating or commissioning artwork, back-end programming user interface design, and multimedia development.

Examples (few interactive examples remain from this period)

- [The Catfish Institute](#), 2001
- Vardenafil promotional videos, 2001
- Bayer Animal Health website, 2001
- California Fire Ants website, 2000

## **BKV – Kansas City, Overland Park, KS**

### **Art Director - Interactive Group**

Mar 1997 - July 2000

Responsible for creating and commissioning artwork and user interface design for business-to-business and business-to-consumer websites and multimedia projects, creation of project proposals and timelines, interfacing with application developers and account service.

Examples:

- [BKV Games](#), 1999
- [Ad Wars](#), 1998
- [Board of Public Utilities](#), 1998
- [Hangar 18](#), 1997

## **BKV – Kansas City, Overland Park, KS**

### **Imaging Specialist - Production Department**

Oct 1996 - Mar 1997

Worked with art directors to produce desired results and special effects. Responsible for day-to-day layout and file preparation of catalogs, brochures, flyers, point-of-purchase displays,; scanning and retouching.

## **Thunder Castle Games, Inc., Kansas City, MO**

### **Creative Director**

Mar 1995 - Sept 1996

Developed corporate identity system and service marks. Responsible for look and feel of card and role-playing game products, advertisements, packaging, point-of-purchase displays and large stand-ups.

Examples

- [Towers in Time: Greek Edition](#), 1996
- [Highlander: The Card Game](#), 1995
- [Thunder Castle Games Identity](#), 1995

## References

References are available upon request.