

BRADY BONUS

DESIGN LEADER

Experienced design and product leader with a proven record of scaling creative organizations, building high-performing teams, and driving innovation at the intersection of business, technology, and human experience. I bring 15+ years of design leadership – from founding and selling my own consultancy to guiding multimillion-dollar product and design practices – uniting strategic vision with creative excellence and commercial results.

CAPABILITIES & CORE VALUE

- Scaling creative teams & design operations
- Agency leadership & P&L management
- Strategic design & product Innovation
- Executive client partnership & growth strategy
- Vision & thought leadership
- AI, healthcare, and emerging technology expertise

WORK EXPERIENCE

HEAD OF DESIGN & PRODUCT - FRACTIONAL PRACTICE

2024-2026

Led product design and strategy across a focused portfolio of high-growth startups and growth-stage companies at the intersection of AI, healthcare, and MarTech. Owned product roadmap and go-to-market alignment across multiple AI offerings. Most recently:

- Doctor AllWays: Fractional Head of Product. Built full D2C cash-pay healthcare booking platform 0→1. Supported a successful seed raise and GTM launch.
- ArcSpan: Fractional Head of Product & Design. Designed and shipped Audience Builder 3.0, the company's first agentic AI product. Product launch resulted in 40% increase in business within 6 weeks.

HEAD OF PRODUCT, STENO HEALTH

2025-2026

Executive leader for an AI healthcare startup, overseeing product strategy, design, and execution.

- Drove a zero-to-one product from concept to launch in under six months.
- Owned product roadmap and go-to-market alignment across multiple AI offerings.
- Built and led a cross-functional team of product managers, researchers, and designers; established a continuous feedback loop to accelerate iteration.
- Partnered with leadership, partners and investors to align product vision with emerging AI opportunities in healthcare.

CHIEF DESIGN OFFICER, PROXET

2024-2025

Head of design and product delivery for a global \$30M software and digital services consultancy.

- Built design and research practices from the ground up, transforming a development firm into a full-service digital product consultancy.
- Unified a global design team across the US, Europe, and LATAM; introduced new processes, roles, and delivery standards.
- Represented all design-related accounts (~\$2M annual revenue) while driving pre-sales and strategy with executive clients.
- Scaled capabilities and margin through new client offerings in strategy, UX, and product innovation.

CONTACT

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WORK EXPERIENCE (CONT.)

CO-FOUNDER, CHIEF DESIGN OFFICER, CENTRIC PARK

2021 - 2024

Founded and grew a next-generation product design consultancy to ~\$2.5M in annual revenue in just under three years.

- Built and managed a remote-first design organization serving startups and Fortune 500s (clients included USAA, Nationwide, MIT, LiveRamp, InsideTracker).
- Owned P&L, sales, client success, and delivery operations; achieved 4.9/5 client satisfaction and 85% repeat business.
- Built a talent network of 200+ independent specialists to flex capacity and scale efficiently.
- Oversaw all design, research, and product strategy engagements from MVP through scaled launch.

SENIOR VICE PRESIDENT, DESIGN, MAD*POW

2016 - 2021

Led the design studio for one of the top UX strategy agencies in New England.

- Oversaw a multidisciplinary team of ~30 UX/UI designers, researchers, and content strategists supporting \$21M in agency business.
- Increased team size by 50% and design revenue by 30% through new service offerings and operational optimization.
- Served as executive sponsor on key accounts (~\$7M annual design revenue), ensuring strategic excellence and profitability.
- Partnered with founders to drive new business, shape pitches, and represent the agency at major industry events.

VICE PRESIDENT, USER EXPERIENCE, BOSTON DIGITAL

2012 - 2016

Executive leadership over all creative and design delivery for a leading Boston digital agency.

- Scaled UX practice by 225% in headcount and 150% in revenue.
- Built a dedicated research and usability offering, creating a major new revenue stream.
- Served on the executive team with P&L responsibility and agency-wide strategic input.

EARLY CAREER: UX & DESIGN LEADERSHIP ROLES

- **ZMAGS** - Creative Director (2012)
- **Mad*Pow** - User Experience Director (2010-2012)
- **BzzAgent** - Director of User Experience (2005-2010)

SIDE HUSTLES

- **MIT Sloan School of Management** - Faculty, Healthcare Ventures, since 2023
- **UXPA** - Board Member 2023-Present
- **Design Leaders Community** - Founding member since 2023
- **General Assembly** - Faculty, 2017-2021
- **Artist** - Sculptor of bronze and stone, illustrator and editorial cartoonist

EDUCATION

University of Michigan - Bachelor of Fine Arts (Design) 1995