CHAD KETCHAM
UX DESIGNER

ketchamchad@gmail.com

602.628.1475

huxfol.io/project/04303ca1/Hi--I-m-Chad

Skills

User Research
Information Architecture
User Personas
User Flows
User Journey Maps
Usability Testing
Wireframing
Prototyping
Mockups
Typography
A/B Testing

Tools

Adobe XD
Sketch
InVision
Balsamiq
Photoshop
Illustrator
After Effects
InDesign
Premiere Pro
HTML5
CSS3
Javascript

Education

BFA | Advertising Design | 2012
The Art Institute of Dallas

UX Certification (400+ hrs) | 2019
Career Foundry

EXPERIENCE

November 2018-Present
Sr. Graphic Designer | Choctaw Nation of Oklahoma

- Developed processes for asset creation that reduced lead time on digital products.

- Managed the production of all design pieces in a project to deliver marketing collateral within the agreed upon timelines.

- Pitched design options to the creative director and clients on project layout/design to create communications consistent with the operational goals.

- Collaborated with marketing team to assess project needs, business goals and medium of collateral.

July 2017-November 2018
Creative Manager | IRIO

- Redesigned and elevated the IRIO branding by creating an identifiable look, updating and correctly utilizing typography and making the brand relatable through realistic elements.

- Created wireframes, UI assets , and finished deliverables for various clients.

- Collaborated with marketing and sales team to asses business goals, client needs, scope and style of marketing collateral.

- Streamlined proposal and presentation deck processes resulting in 80% reduction in turnaround time.

- Created quarterly 30 second videos with motion graphics using Adobe After Effects and Adobe Premiere.

- Managed and coordinated with 2 direct report designers, both in-house and contract, to meet marketing and design objectives.