

Digital Designer – Design Systems – UI/UX



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Hello, My name is Chad.

Let's talk about Design.

I find passion in self-organizing teams challenged with difficult problems, finding potential in organizational constraints, and synthesizing information into harmonious systems.

I went to school.

Full Sail University

B.S. Digital Arts & Design

2012

Orlando, FL.

I went to work.

Art Director

2014–2021

BlueCross BlueShield of Tennessee

I started at BCBST as a Production Intern – quickly adapting to fill the open Production Designer role. Supporting the Design team, checking file integrity and prepping for print production, requisitioning services, doing on-site press checks and proofing. I soon moved to the design team, updating and applying brand guidelines to print materials, outdoor signage, advertising and logo / identity creation. Then the Art Director role establishing guidelines for implementing brand for Commercial / Enterprise communications as well as expanding on the design teams digital capabilities, working more closely with the digital product teams and establishing a foundational design system to push the organization closer to digital transformation.

Successes

Provider Communications Rebrand

Wellness Product Rebrand

Commercial / Enterprise Rebrand

Email Outreach Redesign

CareTN Whitelabel

Mobile App Redesign

Awards

Pinnacle Award for Excellence and Agility

I received an award for my work on the COVID swat team working directly with senior leadership to quickly & strategically react to the pandemic.

Work (*continued*)

Freelance 2013

Silvey + Huffaker

Freelance 2013

Craftworks Restaurants and Breweries

Production Designer 2012

WTS Media

Led a small team of production designers working with a pre-press and print production team for Offset / Silkscreen and Digital print media.

Skills

Web – Email – Mobile App – Print

Design Systems, Sketch, Figma, Invision, HTML/CSS, SASS, CMS, Analytics, Design Thinking, Adobe CC, InDesign, Photoshop, Illustrator, Premiere, After Effects, Keynote, Powerpoint, Word, Excel.

Want to see more?

Visit www.whoiscg.com or email me@whoiscg.com