**Chad Mills**

UX Designer & Leader

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Portfolio <https://www.chadmills713.com>

Dynamic UX Professional certified in Design from an accredited institution. Highly Creative professional bringing 10 years of relevant UX experience developing wireframes, sitemaps, schematics and working prototypes (including producing HTML/CSS source code). “Hands On” experience as an individual contributor and Design (Operations and Engineering) Manager + Director, including daily management of a team of 10 professionals (onsite & remote).. Recognized for interacting with clients to best accommodate customer needs and meet identified objectives.

WORK EXPERIENCE  
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**UX Consultant & Manager (Contract)** March 2023 – Present

Groundswell Interactive, Houston, TX

Guided client engagements as the lead UX consultant, transforming business objectives into proven design strategies, resulting in a 35% growth in revenue and a 20% improvement in customer retention rates.

* Reduced project lead time by 25% by leading cross-functional teams, onsite and offshore, ensuring timely completion and strict adherence to specifications. Improved team collaboration and communication efficiency by 12%.
* Managed the development and execution of intuitive prototypes (of WordPress and Drupal 10 websites), achieving a 50% reduction in product development cycle time and accelerating time-to-market by 25%.

**UX Lead** January 2022 – March 2023

Eventellect, Houston, TX

Orchestrated and directed UX-driven B2B initiatives, overseeing projects across multi-functional teams, ensuring alignment with client objectives.

* Led client workshops to gather feedback, resulting in prototypes addressing user needs. Improved user experience by reducing task time by 25% and boosting retention by 20%.
* Spearheaded and directed comprehensive UX/UI, content, and creative strategies, resulting in expedited reviews and approvals; leveraged user-centered design principles to achieve a 20% increase in conversion rates and drive substantial business growth.

**User Experience Designer & Strategist** January 2021 – December 2021

Guidant Financial, Boise, ID

Optimized Guidant Financial's digital presence using advanced UX tools, increasing user engagement and conversions by 20%. Enhanced B2B/Fintech platforms for revenue growth and competitive edge.

* Deployed UX design strategies that transformed intricate financial paradigms into intuitive user-friendly experiences, leading to a 40% boost in customer retention and a 25% reduction in customer support inquiries.
* Created a collaborative space merging business needs with user wants, resulting in products that boosted customer satisfaction by 30% and increased repeat purchases by 20%.

**Senior UX Designer** October 2018 – November 2020

Thumbjamz Entertainment, Houston, TX

Design and develop "responsive" SaaS platform (using Atomic Design principles) within 6 months.

* Leveraged Adobe XD and InVision to create compelling wireframes and interactive prototypes, enabling investors and partners to visualize the product roadmap and contributing to a successful $2M fundraising campaign.
* Applied proven UX methodologies such as user interviews, competitive analysis, and empathy mapping to drive data-driven design decisions; resulting in a 50% decrease in customer support tickets and a 15% increase in time-on-site.

**Director, UX, Social and Email Marketing** June 2002 – September 2018

Direct Connectix, Houston, TX

Established a market-leading local digital marketing and UX services firm, steering strategic direction, managing a team of 15 top-performing professionals, and delivering exceptional results, including a 50% increase in profit margin.

* Developed and deployed enterprise-grade Web and Mobile applications using HTML5/CSS, JavaScript, Classic ASP, and ASP.NET, resulting in a 40% improvement in customer support issues and a 20% increase in user satisfaction.
* Created and executed a comprehensive content marketing plan, producing engaging blog articles and videos, resulting in a 20% lift in website traffic and a 15% boost in conversion rates.

**Sr UX Designer & Software Engineer** January 2008 – January 2009

Westwood One, Houston, TX

Development operations & support (HTML/CSS, ASP, SQL, COM and Microsoft .NET) for proprietary "Broadcast Management System" (BMS).

* Conducted comprehensive user research, analyzing feedback from 100+ users, to inform design decisions for a new mobile app; resulting in a 40% increase in user satisfaction and a 25% decrease in user complaints.
* Documented comprehensive technical and business requirements, resulting in the successful delivery of user-centered solutions that increased customer satisfaction by 25%.

EDUCATION  
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**Rice University,** Houston, TX

UX/UI Design

**General Assembly,** Houston, TX

JavaScript Development

**Harvard Business School Online** Houston TX

Entrepreneurship

SKILLS & OTHER  
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**UX Design**: Axure RP, Adobe XD, Figma, Invison, Sketch

**UX Tools**: Adobe Creative Suite, User Zoom, Google Analytics

**UX Development**: Visual Studio Code, HTML 5, CSS, WordPress, Drupal, 508 compliance, Angular, .NET, Bootstrap, JQuery, JavaScript, Github, Jira