

## **Charles M. Howard,**

### **Product Designer / Frontend Developer**

I'm an experienced Product Designer with a background in Frontend Development and Product Discovery, skilled in leading products from discovery, through the design phase, to deployment.

#### **Contact Information**

- Email: [chuckoward@gmail.com](mailto:chuckoward@gmail.com)
- Phone: (901) 275-6428

#### **Links**

- Behance: <https://www.behance.net/chuckhoward>
- Calendly: <https://calendly.com/interview-chuck-howard/45-minute-meeting>
- Codepen: <https://codepen.io/chulps>
- Github: <https://github.com/chulps/>
- Stackoverflow: <https://stackoverflow.com/users/2146031/chulps>
- Website: <https://chulps.github.io/react-gh-pages/>

#### **Skills**

- A/B Testing
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- C#/.NET/Azure
- Chat GPT and other AI tools
- Data Visualization
- Design Systems
- Frontend Development
- GitHub/Bitbucket
- Google Analytics
- Google Optimize
- Graphic Design
- HTML/HTML5
- CSS/CSS3/
- JavaScript/Typescript
- Product Management
- Product Roadmapping
- Prototyping
- React/React Native/Angular/Svelte
- UI/UX Design
- Usability / Heuristics
- Web Design
- Wireframing

#### **Work Experience**

UX Designer/Frontend Developer. XPRIZE Foundation. Los Angeles (January 2023 – Present)

- Developed and executed a comprehensive UX/UI design overhaul for the company website resulting in a 45% increase in user engagement and a 30% decrease in bounce rate.

- Implemented responsive designs using Angular, .Net, C#, and Azure, resulting in 98% mobile compatibility across all company applications.
- Spearheaded the development and maintenance of XPDS (XPRIZE Design System), which facilitated efficient design implementation across all company products, resulting in a 20% reduction in design implementation time.

Product Design Lead (Co-Founder), Yarden, San Francisco (Remote) (March 2021 – Present)

- Leveraged user research to inform design decisions and create a seamless mobile app experience, resulting in a successful launch on the App Store with 5 stars.
- Developed and implemented a cohesive brand strategy across all marketing channels, resulting in increased brand recognition by 30% and driving growth opportunities.
- Directed a comprehensive user research study that resulted in a 20% increase in customer satisfaction and a 15% decrease in user churn rates.

(Acquisition) UI Engineer, Foundry Digital, Rochester, NY (Remote) (April 2022 – October 2022)

- Spearheaded the development and implementation of Foundry's comprehensive design system "Metal", resulting in a 70% reduction in design inconsistencies across all products and services.
- Collaborated with engineering teams to build, test, and iterate on high-fidelity prototypes for Foundry's Staking Portal, resulting in a 50% increase in user engagement within the first month after launch.
- Founded DCG Design Guild, a cross-company initiative to foster collaboration and knowledge sharing among designers at Digital Currency Group's subsidiary companies. Led bi-weekly heuristic studies to identify best practices and emerging trends in UX design.

Senior Design Technologist, Upstate Interactive, Syracuse, NY (Remote) (February 2022 – April 2022)

- Led the design and development of web application solutions for 20+ clients, resulting in a 95% satisfaction rate and \$2.5M in revenue.
- Mentored a team of 6 developers on cutting-edge design technology and techniques, resulting in a 35% increase in productivity and a more cohesive team dynamic.
- Built high-fidelity prototypes using React, Sass, and Typescript to validate product concepts with stakeholders, reducing design iterations by 50% and accelerating time-to-market.
- The company was later acquired by Foundry Digital

(Promotion) Product Design Lead, CRI Genetics, El Segundo (August 2021 – December 2021)

- Researched and analyzed Genetics market trends and user behavior, resulting in the successful launch of 3 new products that drove a 20% increase in revenue.
- Led the product design process from ideation to launch, collaborating with a team of developers, marketers, and copywriters, resulting in an average improvement of 10% in various targeted metrics.
- Planned and conducted A/B tests for new features, resulting in a 20% increase in user engagement and retention.

Senior Front-end Developer, CRI Genetics, Los Angeles (April 2020 – August 2021)

- Design and build UI
- Create and maintain the design system "Nucleotide"
- Collaborate with team members to push products from concept to launch
- Plan and set up A/B tests

Creative Director, Clicktool, Los Angeles (August 2018 – April 2020)

- Developed a marketing platform for affiliate marketers, leading to the successful creation and launch of multiple products and services from concept to completion.
- Designed and implemented a user onboarding process and an educational product, increasing platform adoption and user satisfaction.
- Created complex analytics features for monitoring marketing campaigns, empowering users to run their own split tests and optimize their strategies effectively.

#### Art Director/Designer, Sullivan Branding, Memphis (April 2015 – March 2017)

- Create various media for brands including FedEx, Hilton Hotels, Homewood Suites, and Simmons Bank
- Collaborate with Creative Director, Account Managers, Designers, Copywriters, Animators, and other creatives to execute concepts
- Support Senior staff with their projects on an as-needed basis

#### **Education**

##### University of Memphis, Memphis - BFA Graphic Design

- Bachelors degree in Graphic Design
- UCLA Extension's Full-Stack Web Development Bootcamp

#### **Courses**

- MAP Management Training, Map Consulting/Management Services (March 2021 – March 2021)
- Fullstack Web Development Angela Yu
- Angular
- Modern React with Redux

#### **Hobbies**

- Travel
- Artificial Intelligence

