

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
- 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

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

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

EducationUniversity 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

