Chuck Howard

chuckoward@gmail.com | https://www.linkedin.com/in/chuck-howard/ | www.chuck-howard.com

WORK EXPERIENCE

Yarden   **San Francisco, CA, USA**
Senior Product Designer   *Mar 2021 - Present*

- Rebranded company image and redesigned website, web app, and mobile app to enhance user experience and increase brand visibility across all platforms, resulting in a 40% increase in website traffic and a 30% increase in mobile app downloads.
- Led the development and implementation of a comprehensive design system that unified all products and services, resulting in a 50% decrease in design inconsistencies and a 20% increase in overall user satisfaction.
- Established brand guidelines to maintain consistency across all marketing materials, leading to a 15% increase in brand recognition among target demographics.

CRI Genetics   **El Segundo, CA, USA**
Promoted to Senior Product Designer   *Aug 2021 - Dec 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 using "Design Thinking" methodology, from product research, to ideation, to testing, to implementation, to execution, collaborating with a team of developers, marketers, scientists and copywriters, resulting in an average improvement of 15% in various targeted metrics.
- Planned and conducted A/B tests for new features, resulting in a 20% increase in user engagement and retention.

CRI Genetics   **Los Angeles, CA, USA**
Senior Frontend Developer   *Apr 2020 - Aug 2021*

- Designed and implemented a user-friendly frontend interface for a web application, resulting in a 30% increase in user engagement.
- Created and managed the design system "Nucleotide", which improved team efficiency by 20% and reduced design inconsistencies by 100% across multiple products using Adobe Creative Suite, Figma, React.js, Node.js, HTML, CSS and Storybook.js.
- Collaborated with cross-functional team members to successfully launch three new products within six months, resulting in a revenue increase of $1.5 million.

Clicktool   **Los Angeles, CA, USA**
Creative Director   *Aug 2018 - Apr 2020*

- Developed and executed a comprehensive marketing strategy where I lead copywriting, art, and ad campaigns that resulted in the successful launch of 5 new products and services, generating over $2 million in revenue within the first year.
- Implemented a user onboarding process and educational product, resulting in a 30% increase in platform adoption and a 20% improvement in user satisfaction.
- Created advanced analytics features for monitoring marketing campaigns, enabling users to run their own A/B tests and optimization strategies with an average conversion rate improvement of 25%.

EDUCATION

University of Memphis   **Memphis, TN**
BFA Graphic Design

SKILLS

Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Agile, CSS, CSS3, Express.js, Figma, Git, Gitlab, Github, Graphic Design, GraphQL, HTML, HTML5, Javascript, Next.js, Node.js, Product Design, Prototyping, React Native,

React.js, REST APIs, Sketch, Socket.io, Storybook, Typescript, Webpack