Christopher Raeside

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Professional Experience

Designer & Consultant

Raeside & Company – San Diego, CA
Jan 2013 to Present

I work as a product designer, copywriter, and consultant for a variety of local and national clients. I aide in the development of marketing strategies, build brand identities, conduct market and competitor analysis, and design UX/UI structures for web and mobile applications.

I also produce written content for a myriad of industries and target demographics, in addition to providing copy editing and tone restructuring for established brands.

I can play a variety of roles in different projects, and my wide range of skills makes me a valuable asset in any venture.

User Experience Lead

Seamgen – San Diego, CA
Feb 2017 to Present

As a User Experience Lead, my responsibilities include creating workflow diagrams, wireframes, screen designs and prototypes for enterprise applications, designing for different platforms; mobile; tablet; and desktop, as well as ensuring all designs are built on foundation of solid usability and intuitive design principles.

I am responsible for leading design review meetings, as well as onsite project kickoff meetings with clients, and meeting the client's design expectations while being sensitive to how their needs may impact the development timeline.

I also work closely with the development team to ensure designs are fully implementable.

UX/UI Designer II

SBM Management, Inc - McClellan Park, CA
Oct 2015 to Feb 2017

As a User Experience/Interface (UX/UI) Designer at SBM, I was tasked with creating visually striking, user-friendly, and engaging interfaces. I worked in a team that transformed complex concepts into simple, elegant, and approachable experiences, services, and products. I worked closely with Graphic Designers, other UX/UI team members, marketing associates, SME's, and key stakeholders.

It was my duty to brainstorm, revise, and collaborate with an enthusiastic, visually-oriented team. We would translate business needs into user experience solutions that meet the needs of our large and complex organization. My role as a level 'II' designer was to lead discussions, pitch solutions to product owners, and to coach and mentor junior design staff.

Our research efforts, including competitive analysis, user and stakeholder interviews, analytics assessment, and heuristic analysis were used to create iterative designs in an Agile environment.

UX Designer

Network Environmental Systems (NES) - Folsom, CA
Oct 2014 to July 2015

At NES Inc, I was responsible for designing, structuring, and implementing new back and front end systems made to synchronize the operations of multiple branches of the company. This project included review and revision of all digital materials, copy, and hierarchy, as well as the design and creation of all new materials and assets.

I was responsible for researching, interviewing, and working with an outside development team to institute the newly designed system. I acted as the main point of contact between the decision-makers at NES and the developers, to ensure everything in the project ran smoothly and efficiently.

This project covered a new front end website for NES, including color scheme decisions, custom icons, typography, photography selection, and overall design and user interface. This redesign helped to better convey their quality services across all digital outlets, and was set up to promote better quality on page SEO.

During this project I also advised on native and external advertising, search engine optimization, and all communication and marketing materials. I managed all email campaigns, including segmentation and planning, copy, and design.

Web & Marketing Designer

Jay Nine, Inc - Sacramento, CA
July 2013 to Oct 2014

At Jay Nine Lessons I designed and oversaw digital brand strategies, working closely with clients to produce a high level of success. I created graphic content and conceptual web design tailored to fit specific niche demographics, and always worked closely with the development team to ensure all solutions were grounded and sensitive to timelines and budgets.

I also wrote ad copy for paid advertising campaigns, crafted company "voice" for social media outlets, and created long term strategies to help drive sales. In addition, I regularly created content for different social networking platforms, which were an integral part of our marketing services.

Proficiencies & Skills

Interactive Prototyping
(Principle, Studio, Framer)

Front End Development
(HTML, CSS, Vanila JS, JQuery)

Interface Design
(Sketch, Photoshop, Illustrator)

Project Management
(Jira/Confluence, Basecamp, Trello, Asana)

Education

Business Marketing/International Management
2007-2010 California State University Monterey Bay Monterey, Ca

MRI Program Certification, Business Marketing & Sound Production
2012-2013 California State University San Francisco San Francisco, Ca