**Chris Lawrence**

**Sr. UX Designer / Marketing Director**

**Phone:** 702-530-4660 | **Email:** [Chris@CheckMyDesigns.Com](mailto:Chris@CheckMyDesigns.Com) | **Website:** [CheckMyDesigns.com](http://checkmydesigns.com/)

**Profile**

A mixture of right brain creativity and left brain logic. I have a passion for Digital Marketing, UX & Graphic Design. I’m dedicated to creating designs that sets the client apart from their competition while also ranking every company on my resume the top 3 listings on Google. I have experience with $15,000-$30,000 monthly marketing budgets. Detailed oriented and committed to excellence is what i bring to the table.

**Education**

**B.S. Web Design & Interactive media** **Art Institute of Las Vegas - Feb 2012**

**Certifications**

Google Analytics Certified | Google SEO Certified // FEB 2014

**Skills**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| HTML5 & CSS | Ruby & Sass | JQuery | SEO & SEM | A/B testing | Analytics |
| Illustrator | CRM | Media Buyer | After Effects | Bootstrap | Wire Frames |
| UX Design & Research | Wordpress | AEM | Photo Editing | Brand Management | E-commerce |
| Digital Marketing | Email Marketing | Interactive design | Content management | Concept Development | Creative Strategy |

**Experience**

**Credit One Bank // April 2018 - June 2018**

**Sr UX Design Analyst - Contract**

* Produced over 90 different wireframe layouts, that contributed to user-centered design (Credit One Bank App, Website and Credit Card Kiosk Interface)
* Propose recommendations/re-write content and design to address inconsistencies, and bad user flows, including the website mobile app and credit card kiosk, downstream affects, necessary timing for resolution, etc
* Analyzed and held meetings to translate information architecture, navigation and process flows into beautiful and easy-to-use solutions.
* Starting with the customer and working backward; leveraging customer feedback, in-depth site analytics, internal subject matter experts, and research findings

**Preferred Healthcare // July 2017 - March 2018**

**UX Design PPC Marketing Manager**

***UX Design/Graphic***

* Designed 7 websites and splash pages & wrote content
* Collaborate with project contributors, stakeholders and multidisciplinary teams to create user-focused concepts and interactive solutions for web interfaces
* Created A New Avenue For Online Payments and Appointment Request
* New Website Made Over 650k In 3 Months.
* UX Design Research For All 10 Locations and design web ads and banners
* Design flyers and other printable items for each dental office.
* Adobe Target A/B Testing To Prove My Data Will Work

***Digital Marketing PPC & SEO***

* Saved The Company 45K In 6 Months
* Manage 10 dental locations PPC and Social Accounts (15K-20K monthly budget)
* Lowered monthly cost advertising. Increased clicks & conversions by 54%
* Deliver insights from customer data and contribute to designs that meet goals
* Developed and executed major Facebook, Twitter, YouTube and web campaigns within budget and scope of online objectives.

**Las Vegas Heals // April 2016 - July 2017**

**Creative / Marketing Director**

***UX Design***

* Managed the company’s core infrastructure, order capture, and fulfillment technology platform.
* 1 Mobile App: UX Design & Development, Design 2 Websites, Code And Maintain The Company's Website. Content Writer
* Directed the e-commerce strategy and product roadmap with a focus on customer experience and innovation.
* Built a CRM (Infusionsoft) - Ran Campaigns For Over 30k Members

Ux Design

* Spearheaded a lasvegasheals.org redevelopment project that introduced a responsive platform decreasing page load

***Marketing***

* SEO, SEM, A/B Testing And Developing Marketing Strategies To Help Boost Sales And Turnover Rates. Analytics Tracking, Product Research, Sales And Distribution For Services.
* Created and published necessary forms into digital documents that increased efficiency by 20%

**Innovative // Jan 2014 - Feb 2016**

**Creative Director**

**UX Design**

* Design, code and create wireframes for websites; html, html5, CSS, PHP, JQuery, JQuery Mobile, WordPress,

**Graphic:**

* Oversee all development of all consumer communications and consumer touchpoints: Print, Digital, Store Design, Visual Merchandising and Packaging

**Marketing**

* A/B testing, Create/manage Google, Bing, and Facebook Campaigns, SEO; Link Building, creating strategies, Product research, target audience research ,scope and flow charts for marketing presentation packs, etc.
* Develop and execute marketing strategies and plans to define the brand, build awareness
* Content Writer, create and manage all google analytics Adobe Captivate ELearning Softwares
* Drive seasonal campaign development (big idea), integration, and creative excellence

**Level 2 Network - Stream-Vixen // Jan 2011 - Feb 2014**

**Creative Design Director**

**Lead/Coder Designer Of WorldStarCandy.Com**

***UX Design***

* Lead UX and UI Team to create a nightlife Social Interactive Platform
* Manage a UX team of 6, negotiate contracts
* Direct all aspects of user experience from research and concept through documentation and testing
* Recommend and apply user experience approaches based upon the latest interactive trends and best practices in the industry

***Graphic Design***

* Edited Over 500 Photos Using Photoshop, Lightroom; Glamorized, Fixed Scars And Marks.
* Created Photo Composites To Give Added Depth Photos Resulting In Magazine Quality Photos. \*design Available Upon Request

**Ccsd - Legacy High School // Aug 2006 - May 2008**

**Web Design Intern @ Legacy High**

**\* Contract and Freelance Jobs Not Listed**