**Chris Lawrence** - **Sr. UX Designer / Marketing Director**

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**Profile**

I have 8 years of Marketing Director, 10 years of User Experience and Scrum, experience. I'm a mixture of right brain creativity and left brain logic. I have a passion for Digital Marketing, UX/UI & Graphic Design. I'm dedicated to creating designs and marketing schemes that set the client apart from their competition. I have $2 Million yearly in marketing budget experience. Managed and created CRM Databases and User Flows for up to 80,000 accounts. 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 | JavaScript | SEO & SEM | A/B testing | Analytics |
| Illustrator | CRM | Wordpress | After Effects  | InVision | Wire Frames |
|  UX Design & Research | PythonSQL | AdobeMarketing | PhotoEditing | Brand Management | E-commerce  |
| Digital Marketing | Email Marketing | Interactive design | Content management | Concept Development | Creative Strategy |

**Experience**

**My Daily Choice // Jun 2018 - Mar 2019**

**Marketing Director - Contract -** *Managed A Design and Call Center Team Of 7*

* Rebranded HempWorx as the #1 CBD Oil Company In USA
* Inked a deal and designs featured ads in “***My Vegas Mag & Thrive Magazine***”
* Managed sales and marketing including developing strategic business plans, ensuring overall profitability, revenue growth, maximum market penetration, brand awareness
* Decreased annual Printing costs ~ 35% saving 100k per Year, while increasing penetration, by enhancing our overall Email gathering, PDF downloadable content, cleansing, and distribution strategies.

**Credit One Bank // Mar 2018 - Jun 2018**

**Sr. UX Design Analyst - Contract**

* Produced over 130 different wireframe layouts, that contributed to user-centered design (Credit One Bank App, Website and Credit Card Kiosk Interface)
* Proposed recommendations/re-wrote content and design to address inconsistencies and bad user flows, including the website mobile app and credit card kiosk,
* Held meetings to translate information architecture, navigation, and process flows

**Preferred Healthcare - Walmart // Apr 2016 - Mar 2018**

**Digital Marketing UX Director -** Managed A Marketing & Call Center Team Of 8

***UX Design***

* UX Design Research For 13 Locations
* Created A New Customer Flow that earned Over 650k In 3 Months.
* Designed & wrote content on various websites, splash pages
* Collabed with project contributors, stakeholders, about user flow strategies

***Digital Marketing***

* Saved The Company 45K In 6 Months by restructuring marketing funnel
* Manage the Marketing budget of 260k per month for all locations
* Increased clicks & conversions by 54% by restructuring campaigns
* Managed the company’s core infrastructure, order capture, and fulfillment
* Directed the e-commerce strategy and product roadmaps
* Developed and executed major Email, Social Media and web campaigns

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

**Creative Director -** Managed an IT and Marketing Team of 13

**UX Design/Graphic**

* Oversee all development of all consumer communications and consumer touchpoints; Redesigning the website, creating a new customer flows; Print, Digital ad, Store Design, Visual Merchandising, Packaging, and Content Writing

 **Marketing**

* Created a marketing scheme that profited 500k; Gramercy Building in Las Vegas
* Managed social channels including monitoring, publishing, and content
* Develop, execute strategies and plans to define the brand and build awareness

**Level 2 Network - World Star Hip Hop // Jan 2011 - Feb 2014**

**Creative Design Director -** *Managed a Design and Marketing Team of 15*

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

* Top 3 entertainment website traffic for 7 years
* Lead UX and UI Team to create a nightlife Social Interactive Platform
* Direct all aspects of user experience from research and concept through documentation and testing***,*** recommend and apply user experience approaches based on the latest interactive trends and best practices in the industry