Charles Waite   UI/UX & Visual Designer

Proficiencies & Skills

- Deep knowledge and understanding of responsive, mobile-first user interaction design principles and IA
- Experience working with engineering and development teams in an Agile environment as well as client facing role presenting designs
- Web Technologies: HTML5, CSS3, Drupal and Wordpress CMS, working knowledge of PHP, Javascript, and SSH
- Proficiency in Axure, Invision, OmniGraffle, Balsamiq, Adobe Creative Cloud, Sharepoint

Work Experience

February 2016 – Current

Filter, Seattle, WA – *UX Designer*
- Collaborated on an effort to redefine how people communicate, seamlessly integrating smartphone-level capabilities across all mobile, laptop/desktop, and tablet platforms
- Worked with and helped redefine accessibility standards and design guidelines, crafting an elegant and user friendly experience for all users on every platform
- Produced production comps for development teams and presented concepts and prototypes to client stakeholders

September 2015 – January 2016

Fjord, Seattle, WA – *UX Designer*
- Helped to design a transformational customer-facing and internal experience for a national telecom carrier aimed at completely revamping the end-to-end customer experience and streamlining internal management tasks
- Created user personas for storymapping and feature-mapping at early planning stages and translated business requirements into high fidelity wireframes to hand off for production
- Owned all experiences surrounding customer payments, billing and refund processing
- Worked directly with SMEs, client, and product owners to ensure designs met all requirements while delivering on the core tenets of experience transformation, branding, and design guidelines

October 2011 – July 2015

Streambox Inc., Seattle, WA – Lead *UI/UX & Visual Designer*
- Leading effort to incorporate UX design process into early-phase product development and current products to foster cohesive, responsive UX throughout Streambox's product portfolio
- Designing workflows, wireframes, mockups, and production graphics for Streambox mobile and web apps and performing all design and coding (HTML & CSS) for Streambox website
- Coordinating performance tuning of website, reducing server load considerably, and reducing page load and server access times by over 300%
- Designing ad campaigns targeting audiences using Google Adwords, AdRoll, and Google Remarketing to drive web traffic and customer engagement
- Responsible for all branding and marketing/sales collateral
- Oversaw and executed a full redesign and redeployment of website using Drupal CMS, incorporating dynamic content and streamlined interface, while optimizing SEO, content display, and site searchability; efforts resulted in 46% increase in website traffic

August 2010 – October 2011

DataSphere Technologies, Seattle, WA – *Ad Creation & Quality Control Manager*
- Active lead in charge of quality control for the online ad creation team
- Helped optimize individual workflows and led targeted training, as a result major error rates fell 10-15% month over month and customer edit requests were reduced 18% in the same span
- Worked with team leads and managers to address inefficiency and error in ad creation process

Work Experience continued...

- Technical lead on design team, Lead Creative in charge of print-based advertising platform
- Created digital advertising assets for national media outlets on unique local advertising platform
- Established methods and standards for digital advertising asset creation

2010 – 2012   Rain Fitness, Seattle, Washington – *Web/UI Designer*
- Managed monthly updates and site maintenance for RainFitness.com
- Designed and built website for affiliate pilates studio, Evolution Pilates, integrating SEO and social media platforms
- Sites use custom ExpressionEngine and Wordpress CMS systems

2009   Hammerquist Studios, Redmond, WA – *Freelance Designer*
- Produced brand standards guide for The North Face
- Pre-production work for McNett Outdoor Products packaging
- Produced dealer presentation and product materials for new Polartec products
- Prepared materials for presentation to client

2009   Creature, Seattle, WA – *Freelance Designer*
- Managed projects for Pacifico Beer, Microsoft Bing, and SignCafe Magazine
- Design and production responsibilities included designing and building layouts, prepping files for press, contacting printers and other vendors, coordinating internal team and client reviews
- Responsible for copy editing of all ad materials and collateral for client approval and final print production

Education

2002 – 2006
Kenyon College, Gambier, OH
BA, Political Science

2007 – 2009
Parsons School of Design, New York
AAS, Graphic Design