



## Profile:

A dynamic problem solver and passionate designer who enjoys researching and questioning to gain insight and create a product the user desires to use. Chris displays a great attitude for working and driving leadership. He specializes in applying design sensibility and creativity to produce usable interactions and experiences for any software, tool, or product.

## Work History:

### XPO Logistics (formerly Con-way Freight)

(Sept. 2014 - present)

#### Lead UI/UX Designer (Portland)

Managing, creating, architecting, and maintaining user interface and experience design for XPO's Freight's mobile application used for freight and hazardous materials management nationwide. Currently, the lead designer for all customer facing responsive UI styles and patterns for web-tools and applications. Other work ranges from XPO Angular 5 UI library creation to small-scale interface design for other native OS and web-tools.

### Atlatl Software - (Mar. 2013 - Sept. 2014)

#### Lead UI/UX Designer

Software interface design across mobile and web facing platforms with emphasis on UX wireframing, persona creation and testing. UI graphical elements creation from start to finish on entire company software. Re-design and experience enhancement when needed to suit future needs and changes.

### Freelance (CMEYdesign.com) - (Aug. 2012 - Present)

#### UI/UX & Brand Designer

User experience design and branding for small to large companies. Site architecture and micro experience focus within the design process for clients. Many diverse company brands and logos created with supplemental business collateral.

### IDL Worldwide - (Aug. 2012 - Feb. 2013)

#### Contract Retail Experience Designer

Member of the Nike and Merrell project team as well as other various client company teams. Created graphic layouts for new 3-D product displays with emphasis in art direction and layout for retail experience. Image editing and photo painting graphics for these displays while abiding to brand guidelines. Along with retail experience, collateral materials such as project direction briefs and print production files were also fashioned for the final project launch. Some clients include Nike, Intel, Merrell, Jordan, Apple, Starbucks, and Under Armor.

### Wraplife - (Aug. 2011 - July 2012)

#### Lead Graphic & Logo designer

Produced graphic advertising wraps as mobile billboards, branding identity design, and company web experiences.

### Off The Wall Media - (June 2010 - April 2011)

#### Web Designer

Created website layouts, business collateral and print design. Also collaborated with a team of developers for database design and mobile applications. Worked directly with clients face to face to get optimal feedback and design input for the finished product.

## Project Accomplishments: (visuals in portfolio)

### XPO Logistics (formerly Con-way Freight)

Designed the first responsive invoicing web-tool within XPO that allows customers to pay, download, dispute and manage their invoices. This allows users to self-manage their invoices without having to call in to perform an action on an invoice. Utilizing a custom dashboard in this billing portal is responsive and cross-device compatible across multiple view-ports.

### Con-way Freight - 2015

Created the main application that handles freight tracking across every service center in the U.S. This application tracks every shipment (over 250,000 daily) and all the hazardous materials within each shipment. It also tracks customers, differences in shipment pieces, weight of each shipment, the trailer volume and much more. Utilizing Android driven interface that tracks freight handling, Hazmat tracking, and customer data across Con-way's nationwide freight business. It is the largest source of revenue (approx. \$1.5-3B.) for Con-way each year.

### Atlatl Software - 2013

As the lead UI & UX designer my duties pertained to the design and creation of the core company software interface and mobile 3D configuration interface elements. The 3D configuration software is a 'gamified' experience which consists of building a 360 degree viewable product on a digital tablet and having the product and its parts (such as a volatile liquids railroad filling platform) quoted at the end of the process.

### Nike IDL Worldwide - 2012

One of four designers on a team for creating the Kevin Durant KD-V 3D retail experience. The event was called "KD IS NOT NICE" and lasted five weeks with a budget over \$500,000. The deliverable was to design the retail experience for the release of Kevin Durant's fifth shoe, the KD-V.



## Project Accomplishments (Cont.)

### Merrel IDL Worldwide - 2012

The second visual experience designer on a team of two for the 2013 Merrel shoe campaign. Created multiple 3D retail experience concepts for the various styles of shoes based on the type of shoe. Visual experiences ranged from urban and athletic themes to various season themes.

### Starbucks IDL Worldwide - 2012

The production artist for the Starbucks retail display graphics. Contributed various conceptual layouts and graphical die-lines for the Verismo coffee displays.

### Under Armor IDL Worldwide - 2012

Secondary production artist for Under Armor retail display graphics. Contributed various conceptual layouts and graphical die-lines for the baseball and football theme displays.

### Intel Freelance- 2011

The UX designer for the internal approval process survey for all of Intel's 150,000 employees. The purpose of the survey was for an employee to get approved for having a social event that was going to be financed by Intel. The survey could be taken across both mobile and web platforms.

## Education:

### Portland State University - 2011

B.S. degree in Graphic Design and a minor in Business Management. GPA 3.85

### Clackamas Community College - 2006

Associates Degree

## Volunteer Work:

**AmpleHarvest.org** - Website and logo design

**Rainier Endodontics** - Identity design

**Shiloh Water Systems** - Website design and logo

## Passions:

Fitness, spey-fishing (scottish two-handed fly-fishing), archery, hiking, being outdoors and photographing the macro world. Illustrating & tying steelhead flies are fun "rainy day" activities.

\*Professional references available upon request.

## Technical Proficiency:

### Design Presentation

- Wireframing, prototyping & persona creation
- User flow-mapping and card sorting
- Journey mapping & usability testing
- UI elements creation, software design across multiple devices
- Digital artwork and web graphics creation
- Retail experience 3D display graphics and conceptualization
- Information Graphics
- Color theory
- Architecture & Space Planning (career direction before design)

### Tools

- Adobe CS6 and CC (Photoshop, Illustrator, InDesign)
- Axure 7.1 (Prototyping & wireframing)
- Angular 4-5 UI components and patterns
- Google Material Design UI components and patterns
- Omnigraffle (wireframing)
- Acrobat/Interactive PDF creation
- Illustrating, sketching, and industrial design direction
- WordPress management
- Microsoft Office-Word, Power Point, Excel
- 5+ years of graphic design & business sales experience
- Math (600 out of 800 on the SAT in Mathematics.)
- %92 Coast Guard ASVAB score (top %10 of the US test scores)