

CHRIS NOVAK

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EXPERIENCE

Queue Brand Communications, *Senior UI / UX Designer (April 2017 - Present)*

- Improved the user experience of the National Beef website through simplification and reorganization utilizing user centered design
- Developed client relationships and trust that helped create and/or expand projects
- Analyzed data to make recommendations to improve overall UX when necessary
- Lead junior designers and resources in creating and implementing UI and UX design
- Worked with clients and account team to develop strategies, briefs, estimates, and timelines
- Utilized modern and responsive design to lead the visual redesign of the entire National Beef website
- As creative lead, led the replatform of the National Beef website from SharePoint to SiteCore
- Strengthened client and developer relationships to assure the final product met design and strategy goals
- Consulted and lead partner agencies in the development of new sections of the National Beef website
- Developed the agency process concerning digital by introducing the client to user journeys, wireframing, and prototyping
- Managed other digital initiatives such as email campaigns and banner ad campaigns

Known Technology, *Lead UI / UX Designer (Feb. 2011 - Feb. 2017)*

- Designed clear and efficient websites that solved client's needs
- Aided in the front-end development of final designs by utilizing my skills in HTML and CSS
- Built a digital brand presence by producing logos as well as digital branding for numerous clients that did not have a digital presence
- Used Photoshop and Illustrator skills to create other graphical elements including business cards, flyers, as well as minor photo editing

Cleverbridge, *Client Services Designer (Nov. 2012 - Apr. 2014)*

- Designed efficient e-commerce carts to match client's current digital branding
- Developed designs with HTML and CSS to create functional e-commerce checkout processes for clients
- Maintained and updated company website content and graphics in collaboration with the marketing team
- Created and designed an internal company informational portal working with the client management team
- Worked closely with the client management team to complete various client updates and other requests

Freelance, *Various (2010 - Present)*

- Created websites and digital branding for various projects

SKILLS

- Photoshop / Illustrator
- Figma / Sketch / XD / InVision
- HTML5 / CSS3
- WordPress
- SiteCore
- Persona Development
- User Journeys
- Requirements Definition
- Prototyping
- Animation / Motion Graphics

EDUCATION

The Illinois Institute of Art - Schaumburg, *December 2011*

Bachelor of Fine Arts in Web Design & Interactive Media