

HELLO,

My name is **Chad Powell** and this is my design resume.

who I am.
what I can do.
where I learned.
why you should hire me.



SUMMARY

Accomplished designer with 16 years of experience, skilled in the areas of art direction, mentorship, UX & UI, and project management, eager to help you **make your ideas a reality.**



SKILL SET

Design Thinking • Mentorship • UX Testing • Mobile App Design • UI Design • Agile Methodologies • Prototyping • Conceptualization • Leadership • Adobe Suite • Sketch



EDUCATION

Master of Science

Kent State University

Kent, OH, Degree Anticipated May '21
User Experience Design

Dual Bachelor of Fine Arts

University of South Alabama

Mobile, AL, 2009
Graphic Design & Photography



CONTACT

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References Available Upon Request



EXPERIENCE

USAA • San Antonio, TX

Senior UX Designer • December 2017 - Present

Creating superior digital products for USAA in support of the Chief Design Office. Specializing in human centered design, UX, and UI. Currently serving the P&C Product Development & Innovation team, developing end-to-end experiences for USAA members and employees. Delivering best-in-class digital products in the area of mobile telematics. Continuing to serve as a *Design Language System Representative* and *Senior Pulse Representative*, while joining *Box Power Users Committee*, and *InVision Champions Committee* to support and enable the adoption, education, and use of digital tools across the organization. Mentoring junior designers in multiple design fields, both internally and externally.

Designer I • October 2016 - December 2017

Served the P&C line-of-business, developing end-to-end experiences for USAA members and employees. Focused on behavioral economics, and the encouragement of developing beneficial habits utilizing new-to-market technologies. Served as a *Design Language System Representative*, making sure all designs follow USAA's design language standards. Received feedback, as a *Pulse Representative*, to facilitate better experiences, culture and tools for the department and greater organization.

Focus on the Family / Fidolab • Colorado Springs, CO

Manager Digital Products / Art Director • February 2015 - October 2016

Led a team of digital strategists, developers, and UX experts to produce high level digital projects including websites, enterprise platforms, and mobile applications. Conducted multiple UX tests and longitudinal studies, in order to ensure the delivery of the highest performing product. Served as Art Director of the digital innovations lab, utilizing new technologies to create forward thinking business models. Facilitated digital production, design, and development from wireframes to live product, focusing on Lean Principles and Agile Methodologies.

Integrity Music • Colorado Springs, CO

Sr. Mgr. Digital Creative & Web Initiatives • January 2014 - February 2015

Responsible for developing and executing digital strategies that target and engage relevant audiences, existing communities, and potential customers through expert use of the latest software tools and services. Identified and recommended resources and processes needed to improve the user experience of the website and email marketing. Managed various teams to produce timely and award-winning projects. Worked within assigned budgets for campaigns and collaborated with internal marketing teams to ensure maximum effectiveness.

Digital Creative Manager • June 2011 - January 2014

Responsible for iTunes LP project management, budget, and art direction for multiple Grammy Award Winning and Nominated artists and albums. Negotiated vendor pricing, ensuring delivery of projects under budget. Edited, designed, and produced a bi-monthly interactive digital magazine. Selected to serve on the *Unleashing Creativity* and *Creating a Culture of Innovation* teams. Brought creation of micro-marketing websites in-house, resulting in an average annual savings of \$25,000. Designed album artwork and packaging for multiple chart topping albums. Conceived effective advertising campaigns and marketing copy.

Web Content Manager & Designer • May 2008 - June 2011

Oversaw content management and development that added value to web stories, engaged viewers, and provided strong editorial matter for the label website and the overall interactive user experience. Ensured proper input of all content and metadata into the newly redesigned label website. Pioneered first-to-market mobile and digital technologies. Designed and administered social networks, websites, and email campaigns while serving as the voice of Integrity Music by responding to social media inquiries, comments, and requests.