

Chris Carver

1340 Trinity Rd | Raleigh, NC 27607

Cell: (919)395-0088 | thinkcarver.com

BUSINESS PROFILE:

Over 15 years of broad hands-on-experience in (UX/UI) Design in multiple disciplines and industries. I'm a designer that can take or creatively evolve an idea through full development life cycles and see it through all the way to the final product. I excel working with cross-discipline groups whose focus is solving UX problems through a user centered, iterative approach to product development. I thoroughly enjoy collaborating and blend a unique ability to get things done by working with, and through, others at all levels of expertise.

OBJECTIVE:

To help lead, promote and develop UX/UI Design solutions that improve user experiences, drive growth and generate profitability in today's challenging and competitive markets.

WORK EXPERIENCE:

Sr. User Experience Designer | 10/2013 – Present

Stanley Gibbons (www.stanleygibbons.com/) | (RTP) Morrisville, NC

- Provide leadership in establishing design strategy and standards, application level consistency and design support throughout the life-cycle of a project
- Ensure that the application of visual assets and realization of information design efforts support the users' needs and align with the design, brand and business strategy
- Produce wireframes, visual mockups, prototypes, and functional specifications that detail UX solutions to stakeholders which enables project teams to execute them
- Work with the Product Management team to analyze business and customer requirements to propose solutions to be developed
- Research and validate requirements through focus groups, customer visits and market research
- Review, interpret and document defects related to existing and new feature developments which improves quality and increase design efficiency
- Collaborate on documentation of user types, scenarios and tasks, as well as conceptual models and process flows

Lead UX Designer | 10/2008 – 10/2013

Advance Instructional Systems, INC. (www.webassign.net) | Raleigh, NC

- Translate business requirements into viable design concepts that inspire team members and colleagues to develop the right product
- Create visual wireframes/mockups using Balsamiq, Adobe Photoshop/Illustrator with a strong understanding of how code affects design and vice versa
- Work alongside Product Managers and Developers to conceive new features for rapid prototyping
- Responsible for helping shape Application wide guidelines and standards, making sure that the designs are lean, clean and usable
- Strong focus on creating simplistic design styles as needed while maintaining creative, technical, and brand standards universally
- Interface with key internal client and project stakeholders to ensure the user experience reflects customer needs and consistency
- Create lean, cross-browser, standards-compliant HTML/XHTML, CSS & Javascript from visual mockups

Interactive Designer | 4/2008 – 10/2008

S & R Communications Group (www.srcomgroup.com) | (RTP) Durham, NC

- Implement design solutions presented by creative team and work with team to enhance solutions through code development
- Translate functional requirements and wireframes into simple User Interfaces - (Keen understanding of user experience)
- Facilitate communication between account services and creative department to meet goals and objectives of the client
- Work with account services to estimate scope of work and create realistic timelines
- Assist account services in client negotiations to create reasonable and practical expectations
- Maintain a set of open standards and guidelines which are considered best practices when designing for the web
- Research and implement the best development tools for specific projects
- Where applicable, ensure functional compatibility with CRM system

Web Designer / Developer | 5/2003 - 4/2008

Blue Cross Blue Shield of North Carolina (www.bcbsnc.com) | Durham, NC

- Work with internal/external business clients throughout the organization to devise web site based solutions to meet business needs
- Design, code, architect and implement scalable websites to meet the W3C recommendations for valid code along with adhering to BCBS Association IT, Brand and process requirements

- Proficient experience with (X)HTML, CSS, JavaScript, Cold Fusion, Flash, Ajax and User Interface design process
- Manage the daily, weekly, monthly maintenance/communications channels and projects of BCBSNC.com site and its affiliated sites (partnershealth.com, saegisbenefits.com and bcbsnc.com/foundation)
- Prioritize work on large cross-functional project teams within multiple projects and clients
- Collaborate in the selection, development and evaluation of personnel/outside vendor contract negotiations to ensure the efficient operation of these functions is completed in a timely manner as to meet company's sales/business objectives
- Manage the in-house cross promotion of websites, e-letters and establish link affiliations with like-minded websites using metrics of online visitors
- Use visitor transactions and other analytics as basis for optimizing site, search (SEO), user experience, and ongoing campaigns
- Collaborate with the usability team to develop consumer facing wire-frames and user interface interaction converting them into functional accessible web pages for public use in search of brand products online
- Control "Quality Assurance" testing of web assets through multiple server environments
- Coordinate with BCBSNC ISBA staff and technical development team for implementation and testing of new features/functions
- Plan and execute online marketing in coordination with product launches for release
- Implement advertising programs online in coordination with print collateral
- Assist in translating business needs into technology requirements and forecasting

Web Designer / Developer | 9/2000 - 5/2003

Collegis.com | (RTP) Raleigh, NC

- Member of industry leading team supporting the development, design and implementation of e-learning solutions for colleges, universities, educational firms and corporations
- Supported over 100 enterprise clients with collective annual revenue of 75M
- Technical and software due-diligence training on (CMS) Blackboard and WebCT
- Proven experience with HTML, CSS, JavaScript, Flash
- Team lead in designing course architecture, wire-frames/templates, user interface, creating/converting graphics for multimedia in online courses and portals
- Insured all work/projects meet functionality standards and were consistent with W3C standards and Collegis standards
- Collaborated closely with course developers on best practices to deliver courses online
- Provided creative strategy and art direction to a team of web course developers
- Designed courses for clients with varying levels of design expertise and customized web interfaces accordingly
- Consulted with clients on multimedia/web design issues and assisted in developing their knowledge
- Developed demos for corporate clients, higher educational clients and Collegis sales

team

- Collaborated with the other members of the project team and vendors to determine appropriate visual and text elements of the projects
- Supported all aspects of brand management to ensure all materials are consistent with the Collegis Brand Platform
- Managed project deadlines and communicated status on an on-going basis
- Provided Help Desk/Call Center support when needed during high traffic course enrollment periods

Web Graphic / Designer | 7/1998 - 9/2000

Cityjunction.com | Swansboro, NC

- Production lead of company's branding and print designed products
- Focused on maintaining a high impact on a localized audience
- Managed the development of all prepress, printing and vendor operations using Quark and Pagemaker
- Conceptualized, designed and produced websites from start to finish
- Researched customers to design a better end product that reflects company ethos
- Scanned/selected photos, created original graphics/skins and navigation features of sites
- Maintained, redesigned and provided code for the CityJunction.com website
- Updated existing client websites that required schedule changes and updates on a monthly basis

COMPUTER SKILLS:

Adobe CC / Dreamweaver, Photoshop, Illustrator, Fireworks, Image Ready, Flash

Balsamiq

HTML

CSS

Javascript – (Libraries/Frameworks; Bootstrap, Ajax, MooTools, jQuery)

PHP

Cold Fusion

Adobe Acrobat

Microsoft (Visio, Excel, Word, PowerPoint)

PVCS Version manager (Version Control Software)

SEO knowledge

EDUCATION:

Mount Olive College | Mount Olive, NC

Bachelor of Science in Visual Communications, May 1997

- Partial Art scholarship
- 4 Year Athletic Scholarship – Varsity Men’s Soccer

Coastal Carolina Community College | Jacksonville, NC

Continued Education Program, October 1998

- HTML Certification
- Javascript Certification

PROFESSIONAL DEVELOPMENT:

Advanced Flash 5 | 10/2002 – www.lodestonedigital.com

- Flash 5 (3-day crash course)
- Advanced features and how they work

Cold Fusion training | 5/2003 – www.propoint.com

- 3-day course on Cold Fusion
- Advanced features and how they work

PHP with MySQL Training | 6/2008 – www.lynda.com

- 15 Chapters – 10.75 hours long of online video training