**Chris Carver**

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**BUSINESS PROFILE:**

Over 16 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.

**WORK EXPERIENCE:**

**Sr. UX Designer / Team Lead** | 12/2014 – Present

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

Collaborating, innovating and creating products that have a good reason to exist.

* Be the voice of reason with regard to design solutions by leading, developing and governing all matters related to UX across the department and the company
* Deliver business outcomes through improving the "experience strategy" that customers have with product/service
* Aligning UX values with the results desired by leadership positions in the business, ensuring UX is a valued part of the product development efforts
* Defining objectives that matter to both UX team members and business stakeholders
* Collaborate with peers by maintaining proper communication within the UX team and business funnels
* Translate business strategies into design opportunities for UX Team
* Deliver results through quantitative and qualitative research to support business in driving adoption, growth, revenue, retention, and margins
* Participate in hiring, mentoring and recruiting UX talent

**Sr. User Experience Designer** | 10/2013 – 12/2014

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

Planning, measuring, building and validating!

* 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
* Proficient with Adobe Creative Suite, Balsamiq, UXPin, Luidchart and many more tools of the trade
* 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

**Sr 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, 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 Creative Suite**

* Photoshop, Illustrator, Fireworks, ImageReady, Dreamweaver, Acrobat, XD, Flash

**Prototyping Tools**

* Balsamiq, UXPin, InVision, Axure, Adobe XD

**Flowcharts/Diagramming**

* Lucidcharts, Omnigraffle, Visio

**Front End**

* HTML, CSS, Javascript (Libraries/Frameworks; Bootstrap, Ajax, MooTools, jQuery)

**Back End**

* PHP, Cold Fusion, MySQL

**Microsoft**

* Word, Excel, PowerPoint, Visio

**Version Control Software**

* Github, PVCS Version manager

**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