

# Jeff Chamberlain

Portfolio: [www.elev8.net](http://www.elev8.net)

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**Objective** Join a team of professionals dedicated to a company's success where senior level expertise in User Experience and Visual Design are needed to identify and develop design solutions.

**Summary** UX and Visual Design professional who combines creative, technical, interpersonal and managerial skills to identify, design and develop company's initiatives. Extensive background in synthesizing corporate, marketing and technology goals to optimizing user experience while enhancing brand strength. Expert at building dynamic consumer-facing web and mobile sites that best express the company's vision. Proven leader and effective communicator who maintains great working relationships with colleagues, clients and other stakeholders.

It's all about the process. Dive into Omniture and Google Analytics to find problems. Visualize the front-end solution while wireframing, sketching and white-boarding. Communicate clearly to design, development, marketing and project management teams. Create mockups, prototypes, move pixels, adjust CSS, and suggest code snippets to developers. Conduct user and A/B tests to refine solution. QA final customer solution. Repeat.

**Expertise/Skills** UX + Web Design + UI + Responsive Design + User Testing + A/B Testing + Research + Conversion Rate Optimization + User-Centered Design + Creative Direction + Project Management + HTML5 + CSS3 + LESS/SASS + SEO + Google Analytics + Omniture + Adobe Creative Suite (Mac/PC) + OmniGraffle + Axure + Twitter Bootstrap + ASP.NET MVC + Visual Studio + TortoiseHG version tracking + GitHub

**Experience** **AustinCSI | Senior Product Designer (Contract) | March 2016 - Present (Seattle)**

Embedded consultant at AT&T. Visual/UX designer for AT&T.com consumer facing website. Work with multiple incubator teams designing and analyzing the user experience for customers wishing to purchase or modify products and plans. Work involves rolling out new responsive design, CATO compliance, accessibility, and integration of new corporate design standards and pattern library. Serve as de facto creative director in dealings with third-party design firms.

**Alaska Airlines | Senior UX Designer (Contract) | October 2015 – March 2016 (Seattle)**

Member of AlaskaAir.com user experience team. Created new fully responsive customer-facing content pages. Designed corresponding module library to be used for publishing these new pages via internal CMS. Performed user tests and established guidelines and best practices for how internal teams will use these new pages. Worked with outside agencies in building new marketing microsites and initiatives for AlaskaAir.com. Teamed with internal visual design team in creation of new marketing driven templates.

**ThriftBooks.com | Senior UX & Visual Designer (Contract) | May 2015 – October 2015 (Seattle)**

Brought on as the first in-house designer to consolidate the existing design aesthetic and improve all customer touch-points. Managed communication between internal groups to deliver outstanding creative solutions for marketing and technology driven initiatives. Established guidelines, protocol and libraries of visual design elements that required customer interaction. Overhauled email program to bring up-to-date and comply with industry standards in terms of core templates, scalable messaging options and deliverability. Designed UI and program workflow for fully responsive website.

**Filter Digital | Senior UX & Visual Designer (Contract) | March 2015 – May 2015 (Seattle)**

In-house designer for digital creative agency. Worked on a redesign of the Nike.com content management system documentation guide.

**Prep Sportswear, Inc. (PrepSportswear.com) | Senior UX Designer | May 2008 - Dec 2014 (Seattle)**

Responsible for defining and maintaining a cohesive design and user experience for desktop and mobile platforms. Identified, designed and developed solutions for customer problems. Initiated and reported on user testing, customer behavior and site analytics. Spearheaded and managed communication between Marketing, Technology, Analytics, Corporate, Creative and Customer Service.

*Instrumental in increasing overall company revenue 300%.*

*Increased conversion rate 30%, 64% and 233% on desktop, tablet and mobile respectively.*

- + Lead project lifecycle from concept to production.
- + Familiarity with the technical considerations required when designing for multiple devices.
- + Created mockups, wireframes, user flows and specifications for all projects.
- + Point person for any customer-facing website issues.
- + Established and managed the A/B testing program (Optimizely and internal .Net framework).
- + Analyzed visitor engagement through monthly UserTesting.com sessions.
- + Ran, reported, and analyzed user behavior with Crazy Egg heatmap and click tracking integration.

**Nordstrom | Senior Web Designer | 2006 - 2008 (Seattle)**

Responsible for the design and production of the Designer Collection specialty website. Also designed for main Nordstrom.com site. Team member contributing to the creation of emails and other marketing deliverables. Collaborated with stakeholders to ensure consistent messaging across all channels and between the Designer Collection and Nordstrom sites. Worked closely with development, business and product teams.

**Gap, Inc. | Web Designer | 2002 - 2005 (San Francisco)**

Concept, design and production of the OldNavy.com website. Created static and interactive design placements.

**Elev8 Design, Inc. | Founder & Creative Director | 2000 - 2002 (San Francisco)**

Everything for a company's brand, online and off. Designed database driven websites, marketing collateral and brand identity systems.

**Englund Designworks | Designer | 1997 - 2000 (San Francisco)**

Designer at environmental graphics firm. Responsible for all aspects of signage projects from initial concept and budgeting, through fabrication and installation.

**Education University of California, Davis | 1996**

BS, Design  
Minor, Art History  
Varsity Baseball, Soccer