

Chad Maxwell

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Key Strengths

- Visual design professional – worked on some of the largest projects for Microsoft and AT&T.
- Extensive wide-ranging visual and user experience design background working with many large brands and diverse teams.
- Mobile UX application design for all major mobile platforms including Windows Phone 7, Blackberry, Android and Nokia
- Designed ad -based text messaging (SMS) UI for Nokia Symbian 7, 8 and 9 that serves free content and ads.
- PC and Mac based multimedia authoring with simple scripting, video and animation.
- In-depth knowledge of advertising business practices and cultural sensitivities within U.S. and the Asia Pacific region.
- Effective people management, consultative and customer/vendor relationship experience.

Skills

Proficient in both Macintosh and PC workflows. Adobe CS5 suite, Studio Pro 3D modeling, Final Cut Pro HD, DVD Studio Pro, and all major business applications Visio, Adobe Photoshop, Illustrator, Flash, and Fireworks expert. Currently learning XML and WPF.

Career History

UI/UX Sr. Designer – Microsoft SBD Group, Redmond, WA

August 2011 to November 2011

Senior Designer working with Small Business Group on new innovations such as the TAG product that uses scanning technology on mobile devices. This role was very web heavy in the redesign of the advertisers portal. The product is primarily a mobile app with a web component.

UI/UX Sr. Designer – Intermec, Everett, WA

November 2010 to April 2011

Senior Designer working on new small screen product interfaces that involve 5-way device input as well as touch screen interfaces. Intermec designs and manufactures a wide variety of printers, scanners and industrial shipping equipment. They focus on small powerful very sophisticated handheld computers and mobile devices. Some of the challenges are creating a visual design language, a consistent user experience from product to product, all while launching the industry's most innovative product. In this role I have been designing both wireframe from concept to finished visual design deliverables.

UI/UX Sr. Designer – AT&T, Redmond, WA

January 2010 to October 2010

UI/UX Senior Designer working on a wide variety of mobile applications, website implementations and other web to mobile interfaces. This senior role has been challenging to work with very large vendors and teams across the US to drive a new and consistent brand voice. The sheer size of AT&T and its multitude of projects have been very exciting to lend a critical design eye and the voice of the consumer through design direction across multiple projects at various stages of development.

Achievements:

Was responsible for the usability of the recently launched at&t AppCenter across five different consumer facing properties, both web based and mobile. These include a Website, WAP site, Java clients on many devices, Blackberry, iPhone, Windows Phone 7 and Android platforms. Was internal UX consultant on many other white label products such as, Social Net, AT&T Music, Web Mobile Video, and Flo TV.

UI/UX Designer – Microsoft MEDX, Redmond, WA**August 2008 to August 2009**

UI/UX designer working as lead designer in the mobile group as part of a team working on Windows Mobile 6.5 and 7. In this role I implemented new mobile services from recent MS acquisitions of mobile synchronization (My Phone) and designed Windows mobile marketplace web site, and phone application. I also completed the preliminary UX work for the windows outlook email application for the Windows Mobile 7 platform and device.

Achievements:

Have successfully launched the website MyPhone and Windows Mobile Marketplace. Designed the Windows Mobile 7 Outlook email application for touch screens.

Creative Director - Affle Mobile Media, Singapore**June 2006 to May 2008**

Creative Director of Affle (Singapore), a mobile phone application and mobile advertising company. I was responsible for creating all major brands/partners advertising on the mobile platform and directed a staff of four responsible for creating all materials for the global launch of a new brand and company in SE Asia, India, Malaysia and Europe. Projects included videos, Flash prototyping UI design for SMS applications, UX design, corporate and product identity and all related materials.

Achievements:

I was one of the first employees to be hired in a key role building a sustainable brand. Affle Mobile Media has since grown to three offices with 65 people and has launched services in: India, Singapore, Malaysia and Thailand.

Marketing and Sales Manager - Print Management Services, Bangkok, Thailand**April 2005 to April 2006**

Created and co-founded Print Management Services Inc. based out of Los Angeles. From our main office in Bangkok, Thailand, I specialized in the production and print brokering of books, manuals and other corporate materials manufactured in Asia for US and European markets.

Achievements:

Achieved over \$2M in annual revenue before selling the firm to another print brokerage company.

Director of Business Development - Card Service International, North Carolina, USA**October 2003 to March 2005**

I was in charge of all aspects of planning, marketing design and production for 3 different companies, including but not limited to all marketing, advertising and websites. My responsibilities also included creation of all sales and marketing literature, web promotion/placement production and design. IT responsibilities affiliate marketing implementation and promotion.

Achievements:

Developed and revamped all corporate branding. Established new Affiliate marketing program that resulted in over 15% market growth. All of my design and marketing Initiatives are still in place today.

Owner/Principal – Xzude Design, Utah, USA

May 1998 to October 2003

Owner and principal a of graphic design firm. I worked with many clients and successfully dealt with varied design issues and a myriad of marketing situations. I focused primarily on printed collateral, web design and UI, package design and corporate identity.

Achievements:

Was independently building and promoting the marketing efforts for a stable of 10 clients. Varied trade show designs, websites, annual reports, yearly catalogs and other graphic and branding projects.

Owner/Partner – COGBOX, Utah, USA

Oct 1996 to May 1998

Started an innovative, cutting edge advertising and design firm with two other partners. Designed and worked on websites, branding, corporate identity and all other forms of graphic design and corporate graphic communications.

Achievements

Winner of an Addy bronze medal award for a corporate identity system in 1997. Worked with global companies developing websites and other marketing materials.

Education

Westminster College, Salt Lake City, UT: Bachelor of Arts Degree - Fine Arts major, Business minor 1993

Attended Salt Lake Community College: General studies in Graphic design 1988-89

Professional Affiliations

Seattle based InDX usability group

Numerous UX/UI professional online forums

Prior member of American Graphic Artist Guild GAG

Prior member of AIGA (American Institute of Graphic Artists)