

## **CHAZ DECKER**

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### **EXPERIENCE**

#### **Art Director // Digitas [March 2010 – Present]**

- Author best practice documentation, competitive studies, creative briefs, wireframes, design comps, prototypes, and style guides
- Research, concept, and execute cohesive multi-channel marketing initiatives
- Provide creative leadership and training to a team of four designers and six copywriters locally and in remote offices
- Present concepts and pitch new business internally and to clients, revising to reflect feedback while offering design rationale to garner audience support and enthusiasm
- Act as the visual design lead advocating elegant, user-centric design practices
- Manage multiple campaigns with competing deadlines simultaneously
- Ensure deliverables are on-brand and align to strategic, business, and user goals
- Foster collaboration and a positive, problem-solving culture to ensure clients receive superlative creative work exceeding expectations on time and on budget

#### **Lead Interactive Designer // Philips Design [November 2007 – March 2010]**

- Authored competitive studies, wireframes, design comps, prototypes, and style guides
- Provided art direction to designers, ensuring usable, compelling visual design consistent with defined strategy, corporate branding and messaging
- Established design and style guides for the Philips Worldwide Online Store, 2008 Philips CES, 2007, 2008, and 2009 Philips interactive annual reports, and Norelco Shave Everywhere sites
- Traveled internationally to present design deliverables, prototypes, and provide on-site design, usability, and information architecture services
- Advocated and ensured user-oriented design methodologies
- Combined experience with technology, usability, and design to produce innovative interfaces and progressive visual experiences

#### **Art Director // Sagepath [December 2006 – November 2007]**

- Acted as the creative lead and designer for traditional and interactive marketing initiatives for several Fortune 500 companies including: The Coca-Cola Company; Future Brands/Jim Beam International; Home Depot; Newell Rubbermaid; NAPA Auto Parts; Sears; and UPS
- Authored design briefs, wireframes, storyboards, and proof-of-concepts
- Collaborated with clients from conceptualization and production through delivery
- Assured the quality of outgoing deliverables
- Met with clients to assess requirements and present deliverables
- Attended marketing summits, conferences, and trade shows to promote new business and strengthen existing client-agency relationships
- Directed lifestyle and product photo shoots
- Collaborated with clients on-site, providing design and usability consulting services

#### **Sr. Web Designer (Contract) // Spunlogic [May 2006 – November 2006]**

- Participated in and led design meetings informing the project and account managers of current design trends, technologies, and capabilities
- Collaborated with Information Architects to produce wireframes and documentation
- Designed large-scale websites, ecommerce solutions, landing pages, user interfaces, and email templates, for clients such as: Anheuser-Busch; TBS; Cartoon Network; Georgia Aquarium; City of Atlanta; Intercontinental Hotel Group; and Choicepoint
- Mentored junior designers in refining their designs to be visually compelling while integrating established usability principals and current SEO practices
- Developed the front-end of websites and web-based user interfaces using complex CSS, Java, PHP, DHTML, XML, and Flash

**EXPERIENCE  
CONT.**

**Sr. Graphic Artist (Contract) // InfoMentis [November 2005 – May 2006]**

- Combined executive stakeholders philosophies and strategies into a coherent brand
- Designed promotional materials such as t-shirts, mugs, greeting cards, etc.
- Designed interactive and static business models to relay concepts and principals
- Managed materials produced by instructional designers to ensure proper conveyance of the corporate brand
- Designed sales collateral, corporate website, style guide, branding kits, email marketing campaigns, e-learning modules, and Powerpoint presentation templates

**Graphic Artist (Contract) // KnowledgeStorm [May 2005 – November 2005]**

- Worked closely with Business Development, Products, Marketing, and Technology executives to establish business requirements for B2B interactive initiatives
- Established and maintained relationships with print and development vendors
- Conducted in-depth formal and informal design review sessions
- Complete design and maintenance for the entire network of websites and website syndications with more than one million unique visitors each month
- Conducted formal usability and functionality testing on the network of sites
- Initiated AJAX methodologies in the design and development of web-based applications

**Web Designer II // Interland [July 2003 – April 2005]**

- Designed and developed nearly 200 B2C websites for small and medium-sized businesses
- Combined extensive knowledge of web hosting, CSS, Java, ASP/.NET, HTML/DHTML, PHP, and Flash to design and develop unique web presences

**EDUCATION**

**Bachelor of Science // Boston University [Class of 2003]**

- Computer Science degree with additional focus in German, Fine Arts, and Human Factors
- 3.7 Graduating GPA

**AFFILIATIONS**

**Professional Associations**

- American Marketing Association (AMA Atlanta)
- Professional Association for Design (AIGA)
- Atlanta Interactive Marketing Association (AIMA)
- Business Marketing Association (BMA Boston)

**Volunteer**

- AID Atlanta
- Shakespeare Tavern
- VOX Teen Communications
- Atlanta Humane Society

**SKILLS**

Art direction; Articulating ideas and describing the creative process; Branding, positioning, and communication strategy; Client etiquette and communication; Concepting; Collaborating without sacrificing personal responsibility; CRM; Design for mobile devices; Direct marketing; Email marketing; Flexibility and adaptability; Globalization; Interactive design; Information architecture; Multinational corporate and boutique agency experience; Prototyping; Resource and time management; Search engine optimization; Usability advocation; User interface design; Web development and hosting

**COMPUTER**

- Actionscript and XML
- Adobe Dreamweaver
- Adobe Fireworks
- Adobe Flash
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Apple Keynote
- CSS and HTML
- Mac OS 9 & 10.x
- Microsoft Access
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Visio
- Microsoft Windows
- Microsoft Word
- Quark
- Quicktime Pro