

Chad Wolf Reid

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SENIOR UX DESIGN MANAGER | MOTOROLA

MARCH 2005 – PRESENT

I lead a team in creating the user interfaces for Motorola mobile devices. Equal parts art director, UI designer, project manager, production manager and interactive producer, I cover all aspects and stages of the design and implementation process. Regularly ranked at the top of the design group in yearly reviews, I also received the top performer honor for 2007 as well as other performance related accolades and have been promoted 4 times in my 6 years with the company.

- **Design** • Working closely with other internal stakeholders - industrial design, UI design, usability research, project management, carrier customization, software engineering, and product/portfolio management - I led a team in defining, developing and delivering Motorola's first touch UI and now am a lead in Motorola's venture into the new Google Android mobile platform. My teams' deliverables include UI style guides, screen layout specifications, UI graphics and icons, transition guidelines and SIMs, and custom graphics. I am also responsible for communicating our strategy and design systems to other leads inside the design group as well as external work partners.
- **Process** • Leveraging subject matter experts, I play an integral role in defining the work processes and documentation methods - evolving into a more agile-like environment that provides closer collaboration between teams and faster iterations of concepts. Examples of this include creation of a web-based UI documentation system, implementing a tool for managing work-flow and delivery of icons, and utilizing wiki pages and blogs for communicating group information, specifications and best practices.
- **Leadership** • Managing a small cross-functional team, I define and communicate the design group directives, determine work priorities, schedules, resourcing needs and assignments. In a uniquely diverse professional environment with 24 hour work cycles and in an industry that is evolving at an incredible pace, I provide support and expertise for peers and leadership for less experienced team members. I am a key contributor to organizational design reviews, leading the effort to ensure consistency of design and interaction in and across UIs.

SENIOR DESIGNER | BIERSMA CREATIVE

OCTOBER 2000 – MARCH 2005

Utilizing my traditional design capabilities, I established print, branding, and advertising expertise for this small web firm allowing them to offer a full suite of services to their customers while expanding my skill set into interactive design. I was a major contributor in its transformation into an award winning design house providing solutions from small start-ups to Fortune 500 companies. During my time there I launched over 60 websites and created over 30 corporate identity and collateral systems.

- **Roles** • Responsible for all aspects and deliverables on projects, I guided them from inception to completion, sales pitch to launch. On a daily basis, I acted as marketing and sales - assisting in landing new work; as account rep - interfacing with and handling clients; as designer - responsible for all creative deliverables; as copy editor/writer - polishing and often writing needed content; as production artist - taking the designs to completion and doing QA.
- **Versatility** • Spanning the gamut of design challenges, I created innovative solutions for logos, websites, business and marketing collateral, signage, trade show displays, brochures, promotions, print ads, and direct mail. Additionally, the client list represented a broad spectrum of industries, budgets, and needs which required a wide variety of approaches and solutions. At any given time, I would have multiple projects at various stages and be working on creative briefs or SOWs, initial research and concepts wireframes and layout sketches, client presentations, screen comps and print designs, site build-outs and print prep for output, site launch and press checks.
- **Guidance** • Providing guidance and direction for the company and creative team, I influenced all aspects of company operations and played a key role in creating company policies, creative processes, and marketing initiatives. I aided in interviewing and hiring decisions and cultivated and managed outside partner relations including printers, service bureaus, and other vendors. I instituted a more collaborative work process involving integrated design reviews, shared project loads, concept libraries, and ideation sessions.

FREELANCE GRAPHIC DESIGNER | GO2CALL.COM

APRIL 2000 – OCTOBER 2000

Working for this technology start-up, one of the first VoIP (voice over IP – internet calling) service providers, I created B2B partnership graphics and site promotion pieces demonstrating how their technology could enhance other businesses’ online offerings through co-branded live chat customer service capabilities and other uses.

- Designed and produced numerous web banner ad campaigns catered to run on partner sites and appeal to their customer demographics.
- Participated in the design of the original GUI interface for the PC dialing Java Applet and company website graphics.
- Provided graphic support to sales and marketing teams.

SENIOR ART DIRECTOR | NOLAN ADVERTISING

FEBRUARY 1998 – JANUARY 2000

Getting in at the ground floor, I started from scratch and managed the creative department for this start-up advertising agency. I was responsible for the majority of the design, some copywriting and a good portion of the production, and was an integral part of a team that in 3 years grew the company from 3 to 12 people and to over \$4 million in annual billings. My deliverables included print ads for newspapers and trade publications, direct mail and other promotional pieces, employee referral and HR initiatives and other print collateral.

- Implemented systems to automate ad requests from large clients – ad books with a step by step process that ensured consistency and quality control.
- Managed a small creative team of designers and production artists - aided in interviewing and hiring decisions.
- Responsible for all external vendor relationships - printers, service bureaus, freelance talent providers.

FREELANCE GRAPHIC DESIGNER | FLAIR COMMUNICATIONS

AUGUST 1997 – FEBRUARY 1998

- Produced promotional print collateral and ads for national brands – Microsoft, Disney, Smuckers, DirecTV

ART DIRECTOR | RPM ADVERTISING

OCTOBER 1995 – JULY 1997

- Designed and produced daily full-page print ads for local automotive dealers to run in all Chicagoland newspapers.

FREELANCE GRAPHIC DESIGNER | LYON ARTS

AUGUST 1995 – OCTOBER 1995

- Designed assorted B2B print pieces including brochures and mailers for several professional associations.

DESIGNER | TMP WORLDWIDE

AUGUST 1993 – JUNE 1995

- Responsible for layout and production of recruitment print ads to run in newspapers, magazines and trade publications nationally.
- Worked with copywriters and account teams to create new recruitment campaigns for fortune 500 clients.

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BFA | SYRACUSE UNIVERSITY

GRADUATED WITH HONORS MAY 1993

- Advertising Design major with a concentration in sculpture

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- Comfortable in both Macintosh and Windows environments
- Software Proficiency: Illustrator, Photoshop, Dreamweaver, CSS, Flash, MS Office, Quark, InDesign, Acrobat
- Avid soccer fan and player
- Enthusiastic traveler

- References provided upon request