

CHASEN SEYMORE

Visual and Performance Designer with over 12 years of in-depth experience on both the agency and client-side. Designed, optimized, and executed projects including full site re-designs, landing pages, banner ads, email marketing and social media (+photography). All projects are driven with a common goal of increasing engagements via sign-ups, click-throughs, 'likes/follows' or others metrics set by the client. Many of which achieved a considerable 15-35% boost in interactions through continuous visual optimizations and testing utilizing a wide range of software to achieve results.

EMPLOYMENT

Brand Marketing Manager

Lead Visual Designer 2014 - Current

All Pro Science - Irvine, CA

Designed, lead and managed marketing creative relative to All Pro Science - a sports supplements company. Including, but not limited to: social media marketing, print/digital ad creative, email designs, and website development and design. The primary goal was to expand brand reach and product awareness - lifting engagements through multiple channels by nearly 35% over my current tenure.

Senior Web Designer, 2011 - 2014

WebMetro Digital Marketing - Culver City, CA

Performance was the goal, and conversions were the mark of a successful campaign. My time at WebMetro was filled with a plethora of creative and analytical tasks. Wire-framing, designing, and guiding development of landing pages, microsites, banners ads, and email campaigns were the daily norm. In addition, I worked directly with the Conversion Optimizations team, utilized heat-mapping and eye-tracking software to boost conversions from view-through to last-click using an attribution model.

Creative Director, 2010 - 2012

CarmaBid LLC - Laguna Niguel, CA

Lead all online marketing and design materials. This included brand promotionals, conceptualizing and executing marketing campaigns (including emails and banner advertisements) and brand expansion into the saturated market of online auctions. In addition, guided site optimizations with the design and development team.

Creative Director/Partner, 2010 - 2011

9meter, Inc. - Corona, CA

Managed all aspects of design and marketing of the business. Worked with overseas development team to implement websites for internal projects and clients. Designed applications for both Android and iOS devices.

Senior Web Designer, 2007 - 2010

Bloosky Interactive - Irvine, CA

Designed/Developed offers for associated advertising and affiliate marketing firms. Constructed full banner creatives and online marketing materials (html sites and tracking implementation) for associated agencies.

Web Designer, 2005 - 2007

Creative Crate Design Group - Newport Beach, CA

Designed web layouts, produced and managed emails utilizing mass email systems, and created identity packages (logo artwork) for clients.



CREATIVESCIENCE

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PROFESSIONAL SKILLS

Design

Adobe Creative Cloud (includes Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

Programming

Shopify (Liquid)

WordPress Design/Coding (PHP)

HTML/XHTML, CSS, jQuery

Mobile Design

iOS & Android

Operating Systems

Windows & macOS

Additional Skills

Prototyping & Wireframing

(Mockflow, Mockingbird, Adobe ED)

Project Management Software

(Basecamp, Redbooth, Slack)

EDUCATION

Master of Business

Administration in Marketing

Argosy University - Orange County

Completion Date: June 2009

Bachelor of Science in Interactive Media and Design

The Art Institute of California Orange County

Completion Date: June 2005