

CHASEN SEYMORE

Creative Visual and Performance Designer with 10+ years of in-depth experience on both agency and client-side. Designed, optimized, and executed projects including print materials, full site re-designs, landing pages, banner ads, email marketing, and social media. No matter the medium, increased engagements equal sales, and visually optimizing that experience is my primary goal which is crucial to both campaign and future business success.

EMPLOYMENT

Co-Founder (Host, Creative Vision), 2015 - Present *A.D.Dudes Review - Costa Mesa, CA*

Create fresh and high-quality 'average Joe' reviews, including but not limited to technology products. Produce scripts, edit video, designed and maintained all brand assets, contact advertisers, and engage with companies.

Art Director of Digital Properties, 2017 *Entrepreneur Media - Irvine, CA*

Coordinated, motivated, and inspired the Entrepreneur creative team, including graphic and web developers to reach visual goals. Allowed for creative freedom throughout the process, but ensured a high standard of visual execution was met across all campaigns. Connected with multiple departments to meet tight deadlines and exceed client visual expectations.

Brand Marketing Manager **Senior Visual Designer, 2014 - 2017** *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 marketing (designs, a/b testing, list management), and website development and design. Expanded brand outreach and increasing sales.

Senior Web and Visual Designer, 2011 - 2014 *Revana Digital (previously WebMetro) - Culver City, CA*

Performance was the goal, and conversions were the mark of a successful campaign, this required being both creative and analytical. Daily project tasks included wire-framing, designing, and guiding development of landing pages, micro-sites, banners ads, and email campaigns. Continuously working closely with the Conversion Optimization team, utilized heat-mapping and eye-tracking software to boost conversions and meet KPI goals.

Art Director and Visual Designer, 2010 - 2011 *9meter, Inc. - Corona, CA*

Managed all aspects of design and marketing of the business. Worked with overseas development teams to execute websites for internal projects and clients using Agile development/design processes. Designed applications for both Android and iOS devices.

Lead Web Designer, 2007 - 2010 *Bloosky Interactive - Irvine, CA*

Designed and developed creative offers for associated advertiser and affiliate marketing clientele. Constructed full banner creatives and online marketing materials (HTML sites and tracking implementation) In addition, provided high-end event photography for all events associated to Bloosky's Culture.



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PROFESSIONAL SKILLS

Design

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

Development

Shopify (Liquid)
WordPress Design/Coding (PHP)
HTML/XHTML, CSS, jQuery

Mobile Design

iOS & Android

Operating Systems

Windows & macOS

Additional Skills

Prototyping, Collaboration, Wireframing (Sketch, InVision, Balsamiq, Adobe XD)
Project Management (JIRA, Basecamp, Redbooth, Slack)
Email Design + Testing (MailChimp, SailThru, Taxi)

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