

# CHASEN SEYMORE

Visual and Performance Designer with 10+ years of in-depth experience on both agency and client-side. Designed, optimized, and executed projects including full site re-designs, landing pages, banner ads, email marketing, and social media marketing. Boost leads, click-through, social connects or others metrics set by the client. Many of which achieved a 15-35% rise through continuous visual optimization and testing.

## 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 & Wireframing  
(Sketch, 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