

CHASEN SEYMORE

Passionate Art Director and Creative Visual Designer with a strong eye for aesthetics. Nearly two decades of experience in digital media design, spanning agencies and D2C brands. Skilled in website redesigns, landing pages, banner ads, email marketing, social media content creation, and video editing. Expertise in visually captivating designs that drive tangible results, boosting metrics like leads, click-through rates, and social engagement. Continuously refine designs through optimization and rigorous testing for significant campaign growth.

EMPLOYMENT

Art Director, 2017 - 2023

adQuadrant - Costa Mesa, CA

Helped deliver top-notch creatives by fostering collaboration between team members, refining project and assets management processes, and leveraged data insights to create visually compelling and well optimized solutions for all social media placements. Additionally, supported the marketing and visual efforts and launch of an in-house podcast - HyperGrowth Podcast.

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

Sentar Pharmaceuticals (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 and website development and design. Expanded brand outreach and increasing sales.

Senior Web and Visual Designer, 2011 - 2014

Revana Digital - 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.



CREATIVESCIENCE

949.903.2361

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www.chasenseymore.com

PROFESSIONAL SKILLS

Design

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

Development

Shopify
Wordpress
HTML, CSS, jQuery

Mobile Design

iOS & Android

Operating Systems

Windows & macOS

Additional Skills

Prototyping, Collaboration, Wireframing

Figma, InVision, Balsamiq, Adobe XD

Project Management

Asana, JIRA, Mavenlink, Monday

Email Design

Klayvio, MailChimp, Hubspot

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