

## **CHAZ DECKER**

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### **EXPERIENCE**

#### **Assoc. Director of User Experience Design, MARC USA [March 2013 – Present]**

- Ideate, develop and execute branded user experiences for integrated, cross-channel marketing programs for clients such as Rite Aid, The Pennsylvania Lottery, Cooper Tires, Blue Cross Blue Shield, and the Andy Warhol Museum
- Lead a cross-discipline interactive team of program managers, designers and developers to ensure deliverables are on-strategy, on-brand, challenge the status quo and deliver a user-centric experience
- Advocate user experience design as an integrated offering internally and to clients
- Provide creative direction, art and copy, to interactive designers and art directors to elevate the agency's creative product in channels such as email, mobile, web, and social
- Personally author and present sitemaps, user flows, concept maps, storyboards, functional specs, wireframes, and pixel-perfect visual designs

#### **Creative Director, Interactive, FKQ Advertising [June 2012 – April 2013]**

- Created and oversaw cross-channel campaigns and their digital components from gathering business requirements and concept development through user experience design, visual design and front-end development
- Managed a team of designers, art directors and copywriters in the creation of tablet and smart phone apps, responsive websites, microsites, brand websites, display advertising, email campaigns, and landing pages
- Authored and presented responses to RFPs and RFIs; oversaw presentation creation and spec creative design, successfully winning projects for clients such as: Transitions Optical, Dollar Thrifty Auto Group, Hertz Corporation, and the St. Pete-Clearwater Airport

#### **Lead Digital Art Director, The Integer Group [March 2011 – June 2012]**

- Led interactive ideation and visual design for web, mobile, and in-store digital initiatives
- Established visual identity and managed design for a variety of creative projects: corporate websites; promotional micro and mobile sites; social media presences and promotions; email templates; kiosks; and mobile apps
- Mentored and trained a team of art directors, designers, copywriters, and developers
- Developed creative concepts for initiatives ranging from branding and strategic realignment to promotional and tactical execution; presented those concepts and supporting rationale to existing and prospective clients
- Acted as a liaison between creative leads and interactive team to ensure creative vision was translated and properly executed in digital channels
- Actively participated in ideation and execution of social media initiatives leveraging ratings and reviews service provider, BazaarVoice, Facebook, Twitter, Pinterest, and LinkedIn

#### **Art Director, Digitas [March 2010 – March 2011]**

- Authored best practice documentation, competitive studies, creative briefs, wireframes, design comps, prototypes, and style guides
- Researched, conceptualized, and executed cohesive multi-channel marketing initiatives
- Provided creative leadership and training to a team of designers and six copywriters locally and in remote offices
- Presented concepts and pitched new business internally and to clients, revising to reflect feedback while offering design rationale garnering support and enthusiasm
- Acted as the visual design lead advocating elegant, user-centric design practices
- Managed multiple campaigns with competing deadlines simultaneously
- Ensured deliverables were on-brand and aligned to strategic, business, and user goals
- Fostered collaborative, problem-solving team dynamic to ensure clients received superlative creative work that exceeded expectations while remaining on-time and on-budget

**EXPERIENCE  
CONT.**

**Lead Interactive Designer, Philips Design [November 2007 – March 2010]**

- Authored competitive studies, wireframes, design comps, and prototypes
- Provided art direction to designers, ensuring usable, compelling visual design consistent with defined strategy, corporate branding and messaging
- Established design and style guides for the Philips Worldwide Online Store, 2008 Philips CES, 2007, 2008, and 2009 Philips interactive annual reports, and Norelco Shave Everywhere sites
- Traveled internationally to present design deliverables, prototypes, and provide on-site design, usability, and information architecture services
- Advocated and ensured user-oriented design methodologies
- Combined experience with technology, usability, and design to produce innovative interfaces and progressive visual experiences

**Art Director, Sagepath [December 2006 – November 2007]**

- Acted as the creative lead and designer for traditional and interactive marketing initiatives for several Fortune 500 companies including: The Coca-Cola Company; Future Brands/Jim Beam International; Home Depot; Newell Rubbermaid; NAPA Auto Parts; Sears; and UPS
- Authored design briefs, wireframes, storyboards, and proof-of-concepts
- Collaborated with clients from conceptualization and execution through delivery
- Attended marketing summits, conferences, and trade shows to promote new business and strengthen existing client-agency relationships
- Directed lifestyle and product photo shoots

**EDUCATION**

**Bachelor of Science, Boston University [Class of 2003]**

- Computer Science degree with additional focus in German, Fine Arts, and Human Factors
- 3.7 Graduating GPA

**AFFILIATIONS**

**Professional Associations**

- American Marketing Association (AMA Atlanta)
- Professional Association for Design (AIGA)
- Atlanta Interactive Marketing Association (AIMA)
- Business Marketing Association (BMA Boston)
- American Advertising Federation (AAF Des Moines)

**Volunteer**

- AID Atlanta
- Shakespeare Tavern
- VOX Teen Communications
- Atlanta Humane Society
- Paws and Effect
- Des Moines Symphony

**SKILLS**

Art direction; Articulating ideas and describing the creative process; Branding, positioning, and communication strategy; Client etiquette and communication; Collaborating without sacrificing personal responsibility; CRM program administration; Design for web, mobile, and touchscreen devices; Direct marketing; Email marketing; Flexibility and adaptability; Globalization; Interactive design; Information architecture; Multinational corporate and boutique agency experience; Prototyping; Resource and time management; Responsive web design; Search engine optimization; Social media program ideation and execution; Usability advocacy; User interface design; Web development and hosting

**COMPUTER**

- Actionsript and XML
- Adobe Creative Suite
- Apple Keynote
- Apple iOS
- CSS and HTML5
- Google Drive
- Mac OS 9 & 10.x
- Microsoft Office
- Microsoft Visio
- Microsoft Windows
- Omnigraffle
- Quicktime Pro