

CHAD SCHMIDT

chad@schmidtydesign.com

EXPERIENCE

Art Director • Sept 2017 – Now Marin Software
 Director of Design • Aug 2009 – Feb 2017
 Senior UI/UX Designer • Nov 2006 – Aug 2009

Designed the UI, UX and look of an online advertising platform that managed \$8 billion in spend. This involved designing pixel-perfect mockups, wireframes, and userflows, while writing PRDs for front end features. I pitched and advocated for front-end features while reaching out to customers and power users to help prioritize feature development and enhancements.

Led the design and development teams, who produced product features, web sites (look, UI, UX, animation, architecture, and content structure). The team also produced print advertising, collateral, email campaigns, product tours, video testimonials, icons and illustrations. I conducted heuristic evaluations of our applications, and implemented immediate and long-term improvements (including mockups as well). Wore many hats along the way to help this startup go public.

Senior Visual Designer • May 2017 – July 2017 Knowledge Architecture

Led the product design effort for an architectural-industry, Slack/Facebook-like messaging app. Designed analytics interface (including charting), calendar picker, image gallery, and post editing tools. Cleaned up, advanced upon, and pixel-perfected the icon library.

Senior UI/UX Designer • Aug 2006 – Oct 2008 Lift Media

Designed user interfaces for B2C customer-facing products. Worked with product and development teams to refine user flow to optimize monetization. Aided in design and development of an in-house analytics tool. Worked here and at Marin at the same time.

Art Director • Dec 2004 – Nov 2006 Adtractive
 Senior Designer • Mar 2004 – Dec 2004

Built the design team from the ground up. Led the group in creating microsities, portals, and landing pages while meeting extremely aggressive deadlines. While advancing the performance and UI/UX of the products, we systemically tested (AB and multivariate), and iterated. This effort typically led to a 10-20% improvement on conversion rates for clients including: Blockbuster, Visa, Columbia House, Netflix, and University of Phoenix.

I developed personas, wireframes, and user flows at time when most UX/UI principles were very nascent. Managed the design of and trafficking of thousands of banners (hundreds of millions of impressions during my time), and ran thousands of ads through numerous ad networks.

Senior Designer • Oct 2002 – Mar 2004 Fujitsu

I designed and developed the direction of the company's UI, UX, look/feel and architecture across multiple web properties. Worked with freelance photographers to build out a thorough photography library of Fujitsu and Siemens computing products.

Senior Manager, Web Design & Development • Apr 2000 – Sept 2002 Oracle
 Senior UI/UX Designer • Mar 2000 – April 2000

I oversaw, art directed, designed, and developed UIs and UXs for every Oracle web site. We supported all design and development requests for the Oracle.com site (in 5 languages), as well 6 external and internal sites communities (approx. 180,000 pages, whoa).

Senior Designer iLux

July 1999 – Mar 2000

Senior Designer Hale Communication

Mar 1998 – July 1999

Senior Designer • Graphic Designer Amsterdam Art

April 1997 – Mar 1998

Graphic Designer BAM Media

Feb 1995 – Mar 1998

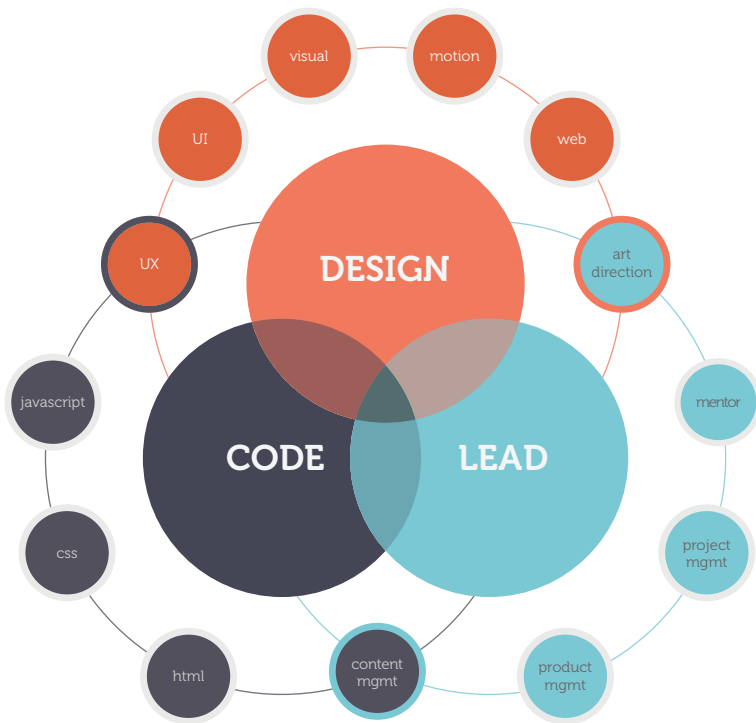
EDUCATION

Bachelor of Arts, San Diego State University, 1992

Paralegal Certification, University of California at Berkeley, 1995

Kerr Hill Management Development, 2001

Bay Area Video Coalition, LearnIT, 2013



photoshop jedi / 10+ years	illustrator expert / 10+ years	indesign expert / 7 yrs i was raised on quark.	experience skill level jedi expert seasoned has a decent handle can manage dipped my toes
justinmind seasoned / 2 years	sketch seasoned / 3 years	wordpress expert / 8 years	flash jedi / 10+ years
css expert / 10+ years	html expert / 10+ years	javascript seasoned / 8 years	php decent handle / 4 years

VIDEO

finalcutprohasadecenthandle3years motiondippedmytoes3years aftereffectsdippedmytoes8years
 compressionhasadecenthandle4years filming&lightingdippedmytoes3years

OTHER RANDOM STUFF

dreamweaverexpert10+years framerhasadecenthandle2years omnigrafflehasadecenthandle8years visiohasadecenthandle5years
 fireworksseasoned7years ftpjedi10+years filemakerproexpert13years googleanalyticsseasoned10+years optimizelyseasoned4years
 jiraseasoned4years trelloseasoned2years pptseasoned15years