



chrishalsey


amazing design dna

Veteran creative professional adept at establishing and improving creative services departments, reducing external vendor costs more than 80%.

design skills.



prominent employers.

	Hall•Z VP, Creative Services	01.02 – Present
	Western Governors University Senior UX/UI Designer	05.15 – 03.17
	Monoprice, Inc. Senior UX Designer	07.11 – 09.14
	Grubb & Ellis Company Senior Graphic Designer	07.10 – 07.11

major accomplishments.


-  **studious reconciler.**
Improved layout, aesthetic and user experience for several platforms using best practices to meet company goals, resulting in a 50% increase in site engagement and 80% decrease in load speed.
-  **intuitive initiator.**
Deconstructed and transformed a shopping cart experience for a major online retailer using wireframes and user flows to increase conversion optimization more than 75%.


higher education.

	California State University Fullerton Art (Graphic Design)	05.04
	Fullerton College Art	08.01
	Defense Information School Navy Journalism	11.97

-  **campaign expertise.**
Produced more than 1,000 landing pages, display advertisements and social media elements, increasing enrollment 100% for one company and raising annual sales more than 150% for the other.
-  **diligent manager.**
Directed higher management for several companies to improve agile team performance and efficiency, resulting in a 40% increase in velocity using both sprint and kanban models.

military service.

	United States Navy Photojournalist	06.94 – 08.08
Published more than 300 photo features and 500 publication layouts to over 400,000 service members worldwide.		

-  **brand ambassador.**
Mentored more than 50 design and marketing professionals in corporate branding standards for an international franchise model improving brand consistency among their affiliates.