



chrishalsey
amazing design dna

Senior user experience/user interface designer adept at navigating complex workflows and creating aesthetically optimized content for clients nationwide.




design skills.






prominent employers.

	Hall-Z VP, Creative Services	01.02 – Present
	Vant4ge Senior UX/UI Designer	04.17 – Present
	Western Governors University Senior UX/UI Designer	05.15 – 03.17
	Driving Sales Senior UX/UI Designer	03.14 – 02.15
	Monoprice Senior UX Designer	07.11 – 09.14


military service.


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


higher education.


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


major accomplishments.

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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.
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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%.
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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.
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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.
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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.