



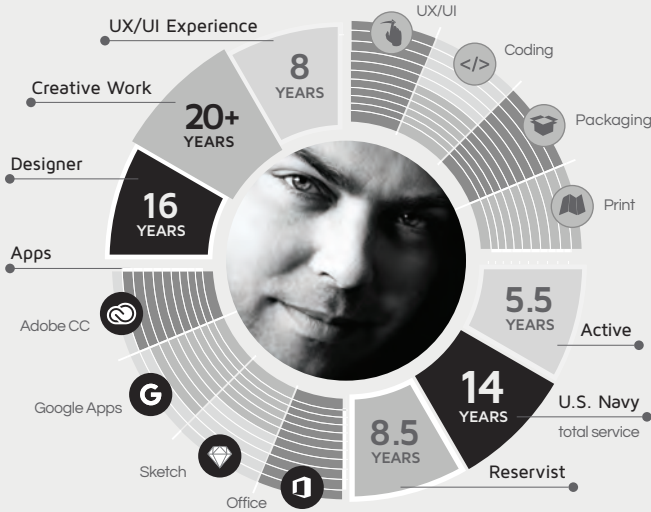
chrishalsey

amazing design dna

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



profile



designskills



recentemployers

	Hall+Z VP, Creative Services	01.02 – Present
	Vant4ge Senior UX/UI Designer	04.17 – 09.18
	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

militaryservice

	United States Navy Photojournalist	06.94 – 08.08
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highereducation

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

majoraccomplishments

- studio reconciler.**
Improved layout, aesthetic and ux/ui for several platforms using best practices to meet company goals, giving a 50% boost in 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%.
- wireframe engineer.**
Using wireframing and prototyping, improved the application experience for a nationally recognized online university, improving enrollment engagement over 200%.
- software prototyper.**
Created and tested hundreds of wireframes, userflows and prototype environments for a software portal designed for subject engagement for assessments and case management.
- 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.
- brand evangelist.**
Mentored more than 50 design and marketing professionals in corporate branding standards for an international franchise model improving brand consistency among their affiliates.