



CHAD WETHERBEE

UX Architect | UI Design Lead | Digital Strategist

OVERVIEW

For years I have been committed to forming strong business relationships built on the delivery of functional and intuitive products that provide unique experiences with proven value. A focus on UX leadership, creative direction, client management and emerging technologies has provided international exposure and a multitude of opportunities to foster innovation for clients across several industries.

SPECIALTIES

- Leading Ideation, Workshops, Client Engagement
- Heuristic Evaluations, Content Audits
- User Journeys, Persona Development
- Information Architecture, Wireframes
- Concept Development, Creative Direction
- Visual Design, Branding, Data Visualization
- Cross-Device Experiences
- Interaction Design, Prototyping
- Usability Strategy, User Research & Testing
- Design Systems, Style Guides

KEY ABILITIES

- Manage User Experience team and oversee cross-functional teams
- Strong project leader and people management skills as well as an individual contributor
- Ability to effectively collaborate in a team environment
- Demonstrate strong appreciation and knowledge of fundamental design principles and best practices
- Creation of hands-on high-end, innovative interfaces and experiences
- Passionate about the quality of my work
- Well versed in technology developments across multiple platforms
- Deep understanding of the client's business goals, brand strategy and product vision
- Ability to lead ideation sessions with project teams
- Proven workshop facilitation and consensus building skills
- Strong communication and presentation skills to clients

WORK EXPERIENCE

Principal UX Architect & Design Lead

Mar 2016 - Sep 2018

Adobe

Greater Philadelphia Area

UX and UI design lead for a variety of cross-industry product, web and mobile based projects that leverage Adobe's creative, digital marketing, content management and analytics solutions.

- Advocate user-centered design process that results in effective, strategy-driven design solutions that delight and inspire.
- Facilitate client and stakeholder presentations, lead workshops and help develop digital strategy and road map.
- Conduct and develop a broad range of UX deliverables including heuristic evaluations, user research, user journeys, information architecture, wireframes and rapid prototypes.
- Conceive and design powerful presentations of ideas, concept development, creative direction and hands-on visual design for screen layouts, navigation systems, interaction models and user interface elements.
- Produce development-ready assets, design annotations/specifications.
- Collaborate with interdisciplinary project teams, working with project management and engineering to implement designs into development.

Clients include: Barclays, Boston Scientific, CNN, Discover, FDA, Goodyear, Kaplan University, Marriott and Pink

Senior UX Designer

Jan 2014 - Mar 2016

Tigerspike

Greater Philadelphia Area

- Lead UX workshops with clients by creating brainstorming exercises and hands-on activities.
- Collaborate with core team all user research initiatives by collecting, analyzing and documenting user feedback.
- Develop and communicate design decisions and rationales for clients, users, design teams and developers via storyboards, mockups, and prototypes.
- Produce various UX deliverables including information architecture, user flows, wireframes, visual design, prototypes and style guides.

Clients include: ADP, DirecTV, Elsevier, IHS, Kaiser Permanente and Telstra

Design Director

Nov 2010 - Jan 2014

Tigerspike

New York, NY

- Lead UX team responsible for product strategy, creative direction and interaction design.
- Produce enterprise and consumer products for multi-devices and platforms. This includes native apps for iOS and Android, mobile websites and kiosks.
- Engage with clients to define brand strategy, user insight, design requirements and presenting creative.
- Defining accurate documentation for UX standards, best practices, design patterns, style guides and asset delivery.

Clients include: American Express, AT&T, DirecTV, Elsevier, IHS, IFC, Kaiser Permanente, Scripps Network, Sears, Shell, Songza and 20th-Century Fox



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BRANDS

20th-Century Fox, Accenture, Adobe, ADP, American Express, Andersen Consulting, Aranesp, AT&T, Barclays, Billboard, Boston Scientific, Charles Schwab, Chevron, Cingular, Citibank, CNN, Coors Brewing, CSFB Direct, Diageo, DirecTV, Discover, Elsevier, Food & Drug Administration, Fleet Bank, Forbes, Ford, Goodyear, IFC, IHS, Intel, Kaiser Permanente, Lexus, M&M Mars, Marriott, MCI, Microsoft, Mobil, Morgan Stanley, Motorola, Paramount, Pink, Scripps Network, Sears, Shell, Showtime, Songza, Telstra, United Airlines, Volvo, Worldcom, Xerox

AWARDS

2013 Investor Relations Society Awards

- Shell Investor Relations and Media App

2013 Digital Impact Awards

- Shell Investor Relations and Media App

2012 British Medical Association's Medical Book Awards

- Elsevier Netter's Anatomy Atlas App for iPad

2011 Integrated Marketing Awards

- Microsoft "Make Education Great" website

2009 The Webby Awards

- TheLadders.com website

2005 The Webby Awards

- Adobe Photographers Directory website

2002 @d Tech Awards

- Intel Macroprocessing online ads

2001 Cannes Lions Cyber Awards

- Intel Gigabit online ads

EDUCATION

Montclair State University College of the Arts

- BFA in Graphic Design

WORK EXPERIENCE

Senior Art Director

Feb 2010 - Aug 2010

Time Inc.

New York, NY

- Strategized and collaborated with the Marketing team to create programs for various clients to help generate revenue and create brand awareness through unique cross platform experiences. Conducted ongoing research to target new customers and increase client marketshare. Managed and led creative teams.

Clients include: Dove Chocolate, Ford, Microsoft and Snickers

Senior Art Director

Apr 2009 - Feb 2010

Consultant - Grey Healthcare Group, J Walter Thompson, MCGarryBowen, MRM

New York, NY

- Focused on strategy, creative direction and execution for cross platform and verticals. This includes mobile, web, social networking and online advertising. Concept development and execution of client pitches.

Clients include: AdWeek, Billboard, The Hollywood Reporter and Inmusic

Creative Director

Oct 2006 - Apr 2009

TheLadders.com

New York, NY

- Strategic concept development, creative direction and execution for domestic and international websites for job seekers and recruiters. Responsible for marketing initiatives including emails, online advertising and print collateral ensuring alignment with brand and corporate image. Managed and mentored members of the creative team.

Senior Art Director

May 2005 - Sep 2006

Consultant - Foote Cone & Belding, Garrigan Lyman Group, Razorfish, VML

New York, NY

- Responsible for website concept development and art direction for various clients. Strategized and art directed online advertising campaigns. Design lead for client pitches.

Clients include: Baileys Irish Cream, Chevron, Jose Cuervo, Evian, Guinness, Hampton Inn, Mobil, Morgan Stanley, Motorola and Volvo

Associate Creative Director

Sep 2000 - May 2005

Euro RSCG

New York, NY

- Responsible for creative development and execution of global websites and online advertising campaigns. Managed Creative team, including Copywriters, Art Directors, Designers and Developers.

Clients include: Adobe, Aranesp, CSFB Direct, Evian, Fleet, Forbes, Intel, MCI, Charles Schwab and Worldcom