



chris a. raymond

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Designing for a better human experience

work history

Senior UX Designer | Speak Agent, Inc. 10/2015–present

- » Lead UX/UI design for 3 products: *Speak Agent ESL*, an academic vocabulary teaching app for English language learners K–5; *Own Your Day*, a task management app for autistic teens transitioning to the workplace and their supporters; and *Speak Agent AAC*, a mobile app for assisted communication.
- » Led overhaul of the MVP of *Speak Agent ESL* for public launch April 2017, improving usability and user interface for teacher side of platform. Deliverables included: screenflows, wireframes, IA, clickable prototypes, user testing protocols, personas, use cases, UI design, animation prototyping.

Web Designer, then Senior Web Designer (2010) | Center for History and New Media, George Mason University 3/2008–9/2015

- » Taking on role of project manager, created detailed calendar to coordinate efforts of coworkers, led site and IA redesign to improve user experience, coordinated Wordpress database migration, launched on schedule. Researched SEO, tagging, other plugins to improve site engagement and SERP. Spearheaded social media plan. Efforts resulted in tripling followers, dropping bounce rate from 70% down to <5%.
- » Conceived of a print/digital ad campaign for *TeachingHistory.org* that resulted in highest-ever click-through rate on Edutopia.
- » Designed and produced a full-color poster about the Civil War, then researched, adapted jquery mapping plugin to turn the poster into an interactive teaching tool.
- » *Understanding Sacrifice* website recognized with a Interpretative Digital Media first place from the National Association for Interpretation

Freelance/contract print and web designer | Aquent, Profiles, freelance 1/2004–2/2008

- » Designed and produced innovative, flexible, budget-friendly leave-behinds for Monster Government Solutions
- » Designed and produced broad range of on-brand print materials and templates for AARP, including designing, producing a 100+ page book for CEO’s office in an 8-day turn.
- » Working in code view in Dreamweaver, ported 80+ pages of content into new CMS, inserted Omniture codes, troubleshot issues with developer; exceeded schedule by two weeks.
- » Designed print ads, conference programs and cover designs, email newsletter template for American Bankers Association. Client said “her creative ideas, sense of appropriateness, and ability to deliver an excellent design product within tight timeframes or budget limitations were truly superior. [...]the quality of her work, as well as her self-starting work ethic, would make Chris a valuable addition to any situation in need of design expertise.”

Designer, then Art Director (2001) | Crabtree + Company 1/1999–11/2003

- » Designed and produced award-winning logo/brand materials, collateral for then-Capital Children’s Museum.
- » Designed, produced postcards, badges, banner, 80+ page alumni directory for Pew Fellows reunion event. Client cited a “beautiful and highly functional” directory produced under severe deadlines, and “unmatched service, quality, and professionalism.”

skills

Creative briefs/client presentations
 Strategic thinking/content strategy
 Hand-coding html/css
 Information architecture
 Sitemaps
 Prototyping
 Typography
 Use cases
 User personas & behavior matrices
 Wireframing

design experience

Brochures, newsletters, annual reports
 Exhibit kiosks
 Print/digital ads
 Logos, identity systems, style guides
 Mockups/style tiles
 Multicomponent campaigns
 Print production/prepress
 Promotional items, wearables
 Web banners
 Writing print specs, working with printers

tools

Sketch
 Moqups
 Sympli
 Zurb Foundation
 Marvel
 Webflow
 Omnigraffle
 Adobe Creative Suite

professional development

An Event Apart **Responsive Web Design** conference

UXPA-DC **UX Research Methods** workshop

Digital Analytics Fundamentals online course

Intro to Marketing online course Wharton School

Content Strategy for Pros online course Medill School of Journalism

NOVA-UX, NOVA Creatives Meet-Ups

Tuts+ online tutorials in web design, Wordpress

Extensive online reading list in web design and development, UX

education

Virginia Commonwealth University

Graphic Design coursework

George Washington University

Production management, copyediting, proofreading courses

Buffalo State College

BA Sociology/Psychology

recognitions

Design awards/recognitions: DC Art Directors' Club; Advertising Club of Metro DC; Printing and Graphic Communications Association; Creative Network; Society for Technical Communications; National Association for Interpretation; George Mason University.

Writing awards: Knight Foundation for Specialized Journalism (fellowship); Woods Hole Marine Biology Lab (journalism fellowship); Chicago Medical Writers Association; Aviation and Space Writers Association; American Psychological Association; Chicago Women in Publishing.

Social media: Over 7,000 followers on Tumblr. Added to multiple Twitter lists in UX design, web design.

More details, and recommendations, can be found at [LinkedIn](#).