

CHAD BAILEY

chadmbailey.com

Highly skilled creative leader, UI/UX Designer seeking a challenging position to utilize my expertise in conceptualizing and creating innovative designs. With a proven track record of delivering successful products, I am adept at leading cross-functional teams and collaborating with stakeholders to ensure quality and user-centric design solutions. Looking to contribute my extensive experience and passion for design to drive impactful results.

Education

East Tennessee State University
B.S. in Digital Media

Software

Adobe Creative Suite
Microsoft Office Suite
Google Suite
Figma
Flexi Sign
ChatGPT
Jira
Miro
Maya
Cinema 4D
Eclipse

REIBUS INTERNATIONAL

Senior Product Designer | Sandy Springs, GA | 2022-2023

- Consolidated existing branding and built a new design system in Figma that provided designers with creative flexibility while ensuring cohesive and consistent user experience.
- Developed smarter assets using boolean selectors and variants, allowing for embedded options and maintaining flexibility.
- Resulted in over a 40% reduction in design iteration time and increased design quality.
- Mentored and guided designers, offering constructive feedback and fostering professional growth leading to increased team productivity.

GLOBAL PAYMENTS

Senior UX Designer Specialist | Alpharetta, GA | 2020-2022

- Pioneered the integration of augmented reality into direct mail pieces through the strategic use of cost-effective smart QR codes, collaborating with print vendors to implement this cutting-edge product feature.
- Developed and implemented a comprehensive system in Google Sheets for collecting and visualizing video analytics data, effectively enhancing client reporting capabilities. Streamlined and documented the process, while providing training to colleagues for seamless adoption.
- Utilized Figma to architect a robust design system (Ignite), revolutionizing workflow efficiency and significantly reducing client implementation timelines. This innovative solution also served as a centralized library for client assets, ensuring design consistency across projects.
- Provided visionary leadership to a talented team of designers and developers, leveraging our new design system to redefine client engagement strategies. Fostered a collaborative environment, resulting in stronger branding partnerships and enhanced client relations. This renewed passion reignited interest in marketing initiatives.

TSYS (TOTAL SYSTEM SERVICES)

Senior UX Designer | Alpharetta, GA | 2016-2020

- Spearheaded the integration of video into TSYS by conceptualizing and producing sample videos highlighting new product features.
- Developed an efficient production process, including contracting voice over talents and collaborating with project teams, to storyboard, design, and create a diverse range of aspirational, showcase, and walkthrough videos for numerous clients.
- Provided creative direction to a dedicated motion tools expert, ensuring consistent quality and artistic vision throughout video production.
- Collaborated with product management and marketing to devise a streamlined project ticketing process within Jira, enhancing workflow efficiency for cross-functional teams within the company.

UX Designer II | Alpharetta, GA | 2014-2016

- Collaborated with the United Bank of Switzerland and internal marketing team to successfully produce the organization's inaugural printed catalog, resulting in our esteemed recognition as a UBS branding partner on a global scale.
- Spearheaded the expansion of our catalog offerings, enhancing the range of direct mail campaigns available to our diverse clientele.

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SKILLS

Creative Direction
UX/UI Design
Design Systems
Digital Strategy
HTML5 & CSS3
SEO
Image Editing & Optimization
Print Design & Preflight
Motion tools & Animation
Wire-framing
Usability Testing
Brand development
Project management
Agile & Scrum
Confluence
Art Direction
Mentorship
Leadership
Storytelling
Marketing Campaigns
Responsive Design
Mobile First Design
Design Thinking & Consultation
ADA Compliancy
Analytics

UX Designer | Alpharetta, GA | 2012-2014

- Collaborated on an initiative to rebuild and redesign the company's platform CMS, actively contributing to the development of the new design and structure.
- Pioneered and created a highly efficient process for optimizing catalog imagery of 5,000+ products, resulting in significant improvements in quality and a substantial reduction in file size.
- Trained team members on the innovative optimization process, ensuring its successful implementation and continued utilization.
- Achieved remarkable load time savings of over 6 times, resulting in a significant reduction of 8-12 seconds in total page load time.

UI Designer | Alpharetta, GA | 2011-2012

- Revamped design process to enhance branded rewards experiences, resulting in client retention and repeat business.
- Utilized innovative strategies to increase cardholder redemption rates across multiple projects, with a significant improvement ranging from 30% to over 120%.
- Implemented a cohesive and visually appealing interface, resulting in improved user experience and increased customer satisfaction.

LEXIS NEXUS - REED ELSEVIER CDS

Front End Developer, UI Designer | Atlanta, GA | 2010-2011

- Quickly mastered all 5 platforms in a mere two weeks, demonstrating exceptional adaptability and aptitude for learning.
- Assumed a leadership role within the first month, training and mentoring new team members.
- Significantly enhanced efficiency by streamlining the workflow of Business as Usual (BAU) tasks, reducing completion time from one week for a team of 5 to a single day.
- Collaborated with the mobile app team to develop visually appealing and user-friendly UI graphics and badges for the innovative platform.

WORFUL COSMETIC AND FAMILY DENTISTRY

Web Designer, Developer | Alpharetta, GA | 2010-2012

- Enhanced office imagery and graphics, significantly improving quality while reducing server load.
- Revamped and developed websites, ensuring full optimization for SEO and seamless integration with social media channels.
- Achieved consistent month-over-month increase of over 250% in unique and purposeful website visitors, as well as prolonged time spent.
- Pioneered the creation of efficient online forms, resulting in streamlined onboarding of new patients.
- Attained recognition as the first dental practice in Georgia to implement such innovative online forms.

CREATIVE SIGNS

Graphic Designer, Manager | Johnson City, TN | 2005-2010

- Implemented a new design process to optimize project workflow.
- Led and executed diverse marketing projects to enhance client brands, utilizing various mediums including coroplast vinyl, hand-carved sandblasted signage, and full cover vehicle wraps.