Chad Maxwell

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Key Strengths

- UX/UI/CX design professional – Leading enterprise level projects for some of the largest consumer facing projects including: Kenworth and Peterbilt HMI interface for digital dashboards for trucks, Disney, Staples, Microsoft, T-Mobile, and AT&T for all major platforms and form-factors such as Android, IOS, using CSS, HTML5.
- Mobile native and web only application design for all major mobile platforms, Android and iOS.
- In-depth knowledge of best practices for advertising and UX (user experience), UI (user interface/interaction), CX (consumer/Interaction and IA (information architecture) for both internal (B2B) and customer experience facing products (B2C).
- Effective and extensive experience with design thinking, people management, design education, stakeholders, consultative and customer/vendor relationship and management.
- 16+ years interaction / visual / architecture / branding design experience, most of my projects have involved one or more of each skill on some level and in all formats, platforms and devices.
- User Centered Design (UCD) principals at the core of everything I design.
- Have implemented responsive and adaptive frameworks for compatibility on all devices.
- Excellent communication, co-creation, team leadership and complex problem solving skills.
- Familiar with all major prototyping and production tools such as Sketch, Figma, InVision, Pixate, Principal, Axure, Omnigraffle, Adobe XD and the entire Adobe Creative Cloud suite.
- Enterprise level native and web application design style guide implementation using Android Material design and iOS HDI (Human Design Index) for universal compatibility.
- Working knowledge of Salesforce Enterprise level lightning design system.
- Experience applying usability and accessibility testing techniques and principles across all enterprise level products including reporting, editing and revising.

Skills

Achieved Sr. level design solutions for team/project management for major business critical needs for both enterprise level and non-fortune 500 level companies. Excellent in both Apple and PC workflows. Adobe creative cloud suite, Adobe Photoshop, Adobe Illustrator, Adobe XD and all major business, prototyping, and wireframe applications such as Kanzi, Visio, Sketch, Figma, Axure, Balsamic, Briefcase, Pixate and many others. Worked in and comfortable with either Waterfall or Agile, Jira sprint and Confluence environments. Very well versed in Android Material design Apple HDI, typography, iconography, brand management, style guide creation, and all major design frameworks for both mobile and web. Achieved top level performing online advertising and social media campaigns and teams. Very familiar providing solutions with middle wear such as Appian and Salesforce and SharePoint and other big data web integration.

Career History

Fitchratings.com – Lead UX/UI designer
Oct 2021 – Oct 2022
Heavily involved with corporate design initiatives, mostly with middle software Appian integration with many website enhancements and other billion-dollar corporate wide web projects. Was fourth down in the company from the COO reporting directly to the Director of Design. Budget restrictions cut my projects short.

Freelance Design Consultant – Owner/Designer
Jan-2019 – Oct 2021
Designing solutions for various previous and new clients for websites, mobile apps, other package design and corporate identity projects.

PayPal - Hyper wallet – Contributor designer
Sept-2018 – Jan-2019
Worked on a new technology for payments for PayPal clients and payment systems… please refer to my portfolio for further information.

Paccar Inc (Kenworth, Peterbilt and DAF trucking brands) – Sr. UX/UI/IA/ Designer
April-2017 – Dec 2018
Provided design solutions as part of a 12-person HMI team designing and implementing a revolutionary digital dashboard for all divisions of the company including 10 different models of trucks and 4 different screen sizes. Was instrumental in translating the complex systems on the trucks and how to create a seamless UI and UX to the end user drivers. Other tasks included rapid prototyping, extensive user research planning and coordinating with research director, visual design, and all user interactions. The interfaces we worked on were international therefore required personalization and localization for over 40+ countries and languages for all user interfaces.

Freelance – Interaction/Identity/Mobile phone app design
Oct 2016 – April 2017
Designed three different websites, including branding and new product design direction. Designed a new mobile app for above headphone company new product.

Visa – Sr. UX/UI/IA/visual interaction designer
April-2016 – Oct 2016
Designed and translated current and new web system for both merchants and resellers for mobile web implementation. Also designed a new data visualization tool for resellers implementing Kendo UI. Added new features to existing internal web apps for worldwide for accessibility.

Microsoft – Sr. UX/UI/IA/visual data visualization interaction designer
Dec-2015 – Mar 2016
Designing for mobile apps both Windows phone Android and iOS, all tablets and website responsive apps. Designing one of the largest projects Microsoft has been developing for an in-house application. 7 petabytes per day visualization product.

Xome.com – Sr. UX/UI/IA/visual interaction designer
April 2015 – Oct 2015
Designing for mobile apps both Android and iOS and website responsive apps. They have a full staff of in-house developers both on native apps and website work. Very interesting business model with real estate, somewhat of a one stop shop for all things buying and selling a house.

Freelance Consultant - UX/UI/IA/visual interaction designer for various clients
December 2014 – April 2015
Some of the projects I'm currently involved. Follow up Staples interaction, Steyer – Microsoft website for NDA project (internal) also still designing for other NDA clients for mobile apps both Android and iOS.

Staples - Lead UX/UI/IA/visual and interaction designer
June 2014 – Nov 2014
Lead western digital design director. Worked on iPhone, iPad, Android, mobile web, staples.com and kiosk projects. Designed products for several business groups across all properties and devices. Worked primarily in visual work.

Disney - Sr. UX/UI Interactive Designer
Jan 2014 - April 2014
Designed a new feature enhancement for a Disney Cruise Lines application version 1.2 including an entirely new way for guests to message each other using the ships onboard Wi-Fi network. Specifically worked on Android platform, with iOS application enhancements for near perfect alignment across platforms. Used Omnigraffle, Axure, Photoshop, Illustrator.

Russell Investments - Sr. UX/UI Design Consultant
March 2013 - June 2013
Worked on one of the largest investment firms' websites and implemented responsive framework for tablets and phones. Extensive brainstorming, wire framing and diagramming, defining and design solutions which were used while working closely with the internal staff to implement CSS3 styles to generate the website and all other device compliance requirements. Which made it compatible with the diverse set of devices on the market today including iPhones, tablets, and Android tablets on all major platforms. Main tool was Adobe Illustrator and Figma.

Agilysys - Sr. UX/UI Design
January 2013 - March 2013
Designed a completely new POS system for restaurants, including payment at table-side and order entry for Android mini tablet devices. Agilysys makes very sophisticated hospitality software. This product was created to eliminate some of the time wait staff spent at payment terminals, radically speeding up orders. I integrated their complicated back-end system to build this on the Android platform. Extensive use of user persona creation and interaction design.

Blucora (Infospace) - Sr. UX/UI Design
July 2012 - December 2012
For this project, I worked to help expand web based mobile platforms for Infospace white-labeled and in-house brands for search engine monetization and superior search results. Also, I redesigned Infospace logo and website that currently receives over 500K search queries a month. I designed and created many other simple ads and promotional items for key clients. HTML5 and Kendo UI were used for this web implementation.

Logic 20/20 (Microsoft Consulting Services) - Sr. UX/UI Design Consultant
May 2012 - July 2012
Consulted to design a website that helped internal Microsoft staff monitor and see performance of apps from any marketplace in the world. This was a very exciting data visualization, and internal collaboration tool. Used Kendo UI for data visualization and web implementation.

T-Mobile - UI/UX Sr. Designer
January 2012 - March 2012
Worked on two specific projects. Both enabled T-mobiles 42.5 Million customers to access account information and upgrade service plans. The first was a web-based solution using HTML5 and CSS3 that runs from an app icon on the device. This project was platform agnostic and scales to all form factors. For the second project, I designed an Android web app called Access T-mobile, that serves as a launching point for all other T-mobile services. This was an upgrade to their confusing set of apps that was shipped on the devices they sell in their retail stores.

Microsoft SBD Group - UI/UX Sr. Designer
August 2011 - November 2011
Was a Senior Designer working on innovations such as the TAG product that uses scanning technology on mobile devices. This role was very web heavy in the redesign of the advertiser's portal. The product is primarily a mobile app with a web component.

Intermec - UI/UX Sr. Designer
November 2010 - April 2011
Worked on new small screen product interfaces that involve 5-way device input as well as touch screen interfaces. Intermec designs and manufactures a wide variety of printers, scanners, and industrial shipping equipment. They focus on small, powerful, sophisticated handheld computers and mobile devices. Some of the challenges were creating a visual design language, a consistent user experience from product to product, all while launching the industry's most innovative product. In this role I have been designing wireframes from concept to finished visual design deliverables.

AT&T - UI/UX Sr. Designer
January 2010 - October 2010
Designed a wide variety of mobile applications, website implementations and other web-to-mobile interfaces. This senior role was challenging, as I had to work with very large vendors and teams across the US and drives a new and consistent brand voice. The sheer size of AT&T and its multitude of projects were very exciting and I was pleased to lend a critical design eye and the voice of the consumer through design direction across multiple projects at various stages of development.

Microsoft MEDX - UI/UX Designer
August 2008 - August 2009
Was the lead designer in the mobile group as part of a team working on Windows Mobile 6.5 and 7. In this role I implemented new mobile services from recent MS acquisitions of mobile synchronization (My Phone) and designed Windows mobile marketplace web site and phone application. I also completed the preliminary UX work for the windows outlook email application for the Windows Mobile 7 platform and device. Extensive work on the entire stack of new product design, persona creation, UX/ui design and user testing for validation.

Education
Westminster College, Salt Lake City, UT: Bachelor of Arts Degree - Fine Arts major, Business minor 1993

Professional Affiliations
Seattle based IXDA usability group
Numerous UX/UI professional online forums
Prior member of American Graphic Artist Guild GAG
Member of AIGA (American Institute of Graphic Artists)