



Gerald E. Christian UXD - Sr. Visual Designer

770.856.5309 | <http://www.gchristian.com> | mr_gchristian@yahoo.com



Qualifications Summary

Experienced Graphic Artist and Web Designer. In my **10+** years of experience, I've worked for various corporations, advertising agencies, and instructed for three years at Georgia Perimeter College. I am motivated, with a passion for exceptional Graphic and Visual Design.

9+ years of product development lifecycle cycle experience, using both Agile and Waterfall methodologies. Demonstrated leadership ability by encouraging a collaborative environment between internal and external teams. Displayed the ability to identify synergies between organizational goals, best visual design practices, and focus on the minimum viable product needed for progressive revenue growth.

Advanced creative skills in Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe InDesign, Final Cut Pro, Axure RP8, Kendo UI, Bootstrap, HTML5, CSS, jQuery, JavaScript, Sketch, Sublime Text, Sound/Video Editing, Photography, PowerPoint, and Microsoft Office. Mac and PC Proficient.

Professional Experience

Sr. UX Designer

PureRed - Atlanta,
2018 - Present

- Participate in close coordination with the digital strategy and engineering teams to develop measures of success, and then lead a process to define the experience and design to deliver on project objectives.
- Produce user flows, wireframes, prototypes, and user interface specifications, iterating based on user insights, making the most natural and intuitive user flows between the physical and digital worlds of each work product.
- Conduct analyses of current product and service usage data to inform UX optimization efforts.
- Drive the development and communication of design guidelines and pattern libraries, in partnership with each business's brand and marketing departments.
- Collaborate with others across multiple PureRed locations to develop and extend user experience knowledge and practice across the array of offerings.
- Drive the development and communication of design guidelines and pattern libraries, in partnership with each business's brand and marketing departments.

Sr. UX Designer

Progress Software - Atlanta,
2016 - 2017

- Facilitate design sessions with clients and collaborate with technical architects throughout the development life cycle to produce user-centered design solutions to meet business goals.
- Participate in user research, usability testing, analytics and competitive analysis (when applicable).
- Develop user personas and scenarios to clarify the results of user research and focus design efforts on the needs of key users.
- Produce workflow diagrams, flowcharts and storyboards to aid business requirements and refine product use cases.
- Define application functionality, navigation, and interaction models through sketches, graphic design, video, wireframes, and sitemaps.
- Collaboratively develop responsive html5 prototypes for demonstration of proposed concepts



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- Execute interaction design and visual design as part of a multi-disciplinary team.
- Demonstrate solid knowledge of user experience best practices, principles and frameworks.

Sr. Visual Designer | UXD

McKesson | RelayHealth - Atlanta, GA

2012 - 2016

- Collaborated with project managers and stakeholders on requirement analysis.
- Evaluated the visual direction with stakeholders, engineers, and business analysts.
- Presented UI specs to and collaborate on feedback from relevant stakeholders.
- Developed wireframes, interaction flows, and prototypes.
- Created detailed UI functional specification documents.
- Prototyped layouts and navigation examples with HTML5, CSS3, JavaScript and jQuery.
- Supported capturing of functional issues during implementation.
- Collaborated with the engineers to ensure technology supports proposed functionalities.
- Created print and video with marketing and internal communications team.
- Conducted initial research into responsive design.

Senior Graphic Artist Developer

AutoVIN, Inc. - Atlanta, GA

2000 - 2007 | 2008 - 2012

- Developed the company's visual branding to compete among the automotive industry.
- Conceptualized and designed the look and feel for all major internal applications.
- Prototyped web layouts with HTML, CSS and JavaScript.
- Worked closely with senior developers to ensure quality control of all major applications.
- Collaborated with the VP of Marketing to create print marketing campaign ads.

Flash Developer/ Web Design (Contractor)

FletcherMartin - Atlanta, GA

2007 - 2007

- Designed and developed rich media banners, CD-ROM presentations and animations.
- Conceptualized web interface layout designs, and CD-ROM/DVD ROM video training.
- Evaluated the visual direction with senior management on major client accounts.
- Tested the minimum viable product (MVP) with the team and gained insights.
- Additional roles include photography, graphic design and video production for client presentations.

College Instructor

Georgia Perimeter College - Atlanta, GA

2003 - 2006

- Instructed students in GPC's Continuing Education program.
- Lectured and created training materials for students in Adobe Photoshop, and Adobe Flash.
- Demonstrated industry trends and best design practices for print and web design.

Graphic Artist Web Design And Development

StudioCom - Atlanta, GA

1999 - 2000



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- Developed CD-ROM presentations, video production and web interface layouts for StudioCom clients.
- Worked closely with engineers to capture functional design issues during implementation.
- Prototyped graphic design layouts and user navigation examples.
- Tested the minimum viable product (MVP) with the team and gained insights.
- Analyzed the competitors' products from a holistic point of view.

Graphic Artist Interactive Training Development

Gulliver Ritchie Associates - Atlanta, GA

1998 - 1999

- Developed CD-ROM, print and graphic designs for Cisco and Novell training courses.
- Worked closely with the developers to capture functional issues during implementation.
- Evaluated the visual direction in conjunction with the Creative Director.
- Collaborated with the instructional developers on requirement analysis.

Education & Professional Development

The Art Institute Of Atlanta

2010 - Game Art & Design

1998 - *Interactive Multimedia Design

1997 - Computer Animation

*Graduated with honors.

2015 - User Experience Certification: ISO International Organization for Standardization

2006 - Fig Leaf Software Macromedia Flash Certification

People TV, Inc.

2004 - Introduction to Community Television Certification

2004 - Cuts Only Editing With Graphics Certification

Honors & Awards

2014 - RelayHealth Special Recognition Award For Innovation

2013 - RelayHealth Special Recognition Award For Collaboration

Interest Groups & Associations

ACM SIGCHI (Special Interest Group on Computer-Human Interaction)

Art Institute Of Atlanta Alumni

Prior Military Service

US Army - 91B10 Medical Specialist