

Garrett Sadler

Product Designer in Chicago, IL

RELEVANT EXPERIENCE

Chamberlain — Product Designer

Remote | *November 2020 - January 2021*

- I was brought on to do production work for Chamberlain's new partner portal design system. The old portal wasn't responsive and lacked modern interactions. I designed over 30 responsive components and modules to be used in web and native apps, using Adobe XD and organized in Zeppelin. We worked in cross-functional teams with product managers, developers, and two other designers using 2-week agile sprints to meet tight deadlines.
- Coordinated with 3 developers and 8 content creators to produce a unified design system and information architecture, including fonts, layouts, and interactions to reduce technical debt.

PeopleScout — UX Designer

Chicago, IL | *January 2020 - April 2020*

- My primary job was to audit the user experience of clients hiring portals and advise them on ways to improve the overall user experience and candidate acquisition strategy to reduce total apply time and application abandonment. On average I would cut 2 minutes off of the application time and reduce application abandonment rates by 20%.
- My secondary duties were to consult on the visual design and user experience design of the reporting dashboard of PeopleScout's new software suite.
- I made frequent use of usertesting.com as well as proprietary tools to collect UX analytics and Sketch, photoshop, and illustrator to create prototypes for testing and presenting my ideas.

Bi-State Development — Product Designer

St. Louis, MO | *August 2018 - September 2019*

- My primary responsibility was to design and build web pages on the WordPress platform using HTML and CSS. I did design work for each of the five brands under the Bi-State development agency umbrella, including St. Louis Metro, Bi-State Development, St. Louis Regional Airport, Metro Art-in-Transit, and St. Louis Regional Freightway.
- My secondary responsibility was to design email templates (HTML & CSS) for all five organizations on the Mailchimp email marketing platform.

Chroma Chameleon — Product Designer

Remote | *November 2014 - Present*

- Executed UX and UI design process from concept to delivery to create intuitive mobile apps and websites for more than 25 clients.
- Chroma Chameleon is a small web and app design agency that I run with lead engineer and business partner Ellie Sadler. As a designer with an entrepreneurial spirit, chroma chameleon allows me to stretch my

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SKILLS

RESEARCH

User Interviews
Usability Testing
User Research
Ethnography
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis
A/B Testing

DESIGN

UX Design
Visual Design
Interaction Design
Information Architecture
Personas
Journey Mapping
Storyboarding
Rapid Prototyping
Wireframes
Design Thinking
Graphic Design
Branding

TOOLKIT

Adobe Creative Suite:

Illustrator
Photoshop
After Effects
Premiere Pro
InDesign

Prototyping:

Sketch
Invision
Figma
Framer
Protopie
Adobe XD
Zeplin
Abstract

Development:

Basic Knowledge of:
HTML/CSS
React
Javascript

Other:

Lottie Animation

EDUCATION

skill set.

- We have built websites and mobile applications on iOS and Android for more than dozens of clients including Kugler Law, Grateful Coffee Co, and Don Weber Tequila. I do visual design, user experience design, branding, and marketing for small to midsize organizations as a product designer.
- My secondary responsibilities include operations management, sales and client acquisition, project management, and bookkeeping.
- We use various tools, including WordPress, Webflow, Figma, Sketch, Adobe XD, User Testing, Photoshop, Illustrator, After Effects, Lottie animations, and more.

ADDITIONAL EXPERIENCE

Bright Bright Great — Front-end Web Developer

Chicago, IL | *September 2019 - November 2019*

- My primary responsibility was to develop responsive web pages on the WordPress platform using HTML, CSS, JavaScript, and PHP framework Laravel Blade. During my time there, I worked on pages for eight different clients, including Ritz dye.

Haystack Digital Marketing — Website Project Manager Team Lead

Chicago, IL | *September 2019 - November 2019*

- As Website Project Manager, my job was to organize website development for dozens of car dealerships across the country. I was in charge of a portfolio of between 6-10 websites at a time. I had to coordinate with a cross-functional team of designers, web developers, and account managers and coordinate and communicate with the clients themselves to ensure websites development was completed on time and under budget.
- I also led a team of 6 other PM's ensuring that they had what they needed to deliver projects for their clients on time and under budget.

Fidelitas Development — Creative Director

Chicago, IL | *September 2019 - November 2019*

- While my title was Creative Director, my responsibilities were much closer to a combination of design lead and design manager. At Fidelitas Development, I built websites and marketing collateral for more than 35 different clients in a wide variety of industries. Some more prominent names include Gold's Gym, CarX, Smoothie King, and Hickory River Smokehouse.
- My work primarily took place in photoshop, illustrator, and InDesign and some work in Dreamweaver and WordPress.

Full Sail University

Completed work towards
**B.S. Graphic Design
Minor in Human Computer
Interaction (HCI)**

January 2011 - June 2012

