

Chad Mortensen

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Summary of Qualifications

- **12 years of real world experience** in web design, development and user experience
- Ability to simplify problems into manageable pieces and see through to resolution
- Proven ability to **successfully manage and implement multiple and various sized projects** from start to finish
- **Effective communication and management skills** as well as outstanding leadership, presentation and communication skills in all facets of a project

Strengths

- Website optimizations resulting in **increases to click through and buy through percentages** which directly increased company revenue
- Search engine optimization resulting in **increased traffic to websites with a positive return on investment**
- Strong abilities in user experience, graphical design, HTML and CSS
- The ability to communicate with people from all facets of business, from development to marketing, end users and clients.

Experience

Vegas.com – *Sr. Interaction Designer*

September 2007 – Present, Portland, OR

- Responsible for the user experience and look and feel of Vegas.com, LasVegas.com, Mexico.com as well as all internal applications.
- Build interaction flows from the wireframe stage up to the final presentation layer.
- Helped implement a social marketing plan, which included presence in Facebook, Twitter, Youtube and MySpace.
- Able to manage projects and workflow remotely from the main Vegas.com offices in Las Vegas.

PCD Group – *Sr. Interaction Designer*

March 2007 – September 2007, Portland, OR

- Interaction Designer working on website and print collateral
- Developed wireframes, final mockups and design briefs
- Interacted with clients which included Citibank and MercyCorps

Vegas.com – *User Interface Design Manager*

Mar. 2004 – March 2007, Las Vegas, NV

- Responsible for the user experience, interactive design, HTML and CSS support for Vegas.com, LasVegas.com, Espanol.Vegas.com as well as all internal applications
- Manage a team of 5 people that make up the User Interface department. The User Interface department is responsible for all consumer facing design, HTML, CSS, as well as development of and managing our content management system
- Perform staff reviews and identify staff personal development objectives for individuals and for the team
- Through website optimizations to usability and visual design I was able to **increase the percentage of website users who made purchases by 30-40%**

The Good Tech, Inc. – Co Owner

September 2003 – March 2004, Visalia, CA

- Responsible for all web design operations in Visalia California
- Developed web design division of The Good Tech, Inc. an established information technology company out of Missouri
- Built tools to unify web development standards and practices

Succeed Corporation – Senior Web Designer / Usability Specialist

January 2002 – August 2003, Chandler, AZ

- Involved from the planning stages through to final product launch of an online suite of business tools where users could design and create their own web store using a wysiwyg editor, sell products and manage items like sales orders and inventory.
- Collaborated with team to improve usability and customer experience
- Responsible for the graphic design needs of the company including web, print and all advertising media

Lead Web Designer – Systems Technology Group

January 2001 – December 2002, Phoenix, AZ

- Interacted closely with various clients including Vertel, Phoenix Symphony, Scottsdale Center for the Arts, ASU Research Park
- Cultivated relationships with clients including the Arizona Department of Education to be the user interface designer of the Child Nutrition Programs Web system (A multi-million dollar Federally funded web application)
- Built projects on multi-tiered architecture with heavy ASP and database integration

Senior Graphics / Web Designer – Visitalk.com

December 1999 – December 2000, Phoenix, AZ

- Prototyped and brainstormed improvements and new features for the visitalk.com web site, an internet company which provided video conferencing technologies to consumers
- Responsible for creating HTML templates used by the web developers
- Adhered to high usability standards in order to affectively design for a website with an excess of a million users

Web Designer / HTML Coder – iTravel Partners

November 1997 – December 1999, Las Vegas, NV

- Designed and constructed web sites from start to finish for a wide variety of clients
- Collaborated with developers to design and architect a hotel booking system, online casino games and a tee-time management system
- Responsible for implementing and maintaining search engine optimization for several web sites

Education

1994-1997 University of Nevada Las Vegas, Las Vegas, NV

- Fine Arts

1994-1997 Community College of Southern Nevada, Las Vegas, NV

- Graphic Design, Computer Graphics

Online resume and examples of work

<http://www.chadchad.com>