



CHRIS SWANGER

Creative Direction & UX/UI | Design System Optimization | Cross-Functional Leadership

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EDUCATION

Bachelors in Visual Communication | 1999-2002 | Westwood College of Technology

Associate Degree in Graphic Design/Web Design | 1997-1999, Associates in Art, Los Angeles

SKILLS

Creative Direction & UX/UI Strategy

Design System Implementation

User-Centered Design (Agile/SCRUM)

Client Engagement & Custom Solutions

Cross-Functional Team Leadership

User Testing & Data Analysis

Wireframing & Prototyping

Mobile App Redesign & Retention

Brand Consistency & Alignment

Complex System UX Optimization

Design Process Streamlining

Motion & Interaction Design

High-Quality Visual Narratives

E-Commerce UX Optimization

Fast-Paced Creative Execution

UX/UI Strategy Development

Stakeholder Communication

Design Workflow Optimization

SUMMARY

Accomplished Creative Director and UX/UI Expert with a proven track record in leading high-impact design and UX strategies for major clients including TicketMaster, T-Mobile, and Samsung. Expertise in developing and implementing comprehensive design systems, optimizing user experiences through data-driven insights, and managing cross-functional teams to deliver projects on time and within budget. Adept at driving client engagement, increasing user satisfaction, and enhancing brand consistency across digital platforms. Skilled in mobile app redesigns, e-commerce UX optimization, and integrating motion and interaction design to elevate user experiences. Exceptional communicator with a strong ability to tailor design solutions to meet specific business goals and improve conversion rates.

WORK EXPERIENCE

Razorfish

Creative Director | UX Director • 2022 – 2024

- Led creative direction and UX/UI strategy for high-impact projects with clients including TicketMaster, T-Mobile, Samsung, LA Metro, and Pfizer, ensuring cohesive and user-centric designs.
- Developed comprehensive design systems that streamlined project workflows, reducing design iteration time and enhancing cross-team collaboration.
- Conducted extensive user testing and analysis, resulting in an increase in user satisfaction and an improvement in conversion rates across multiple platforms.
- Directed a cross-functional team of designers, developers, and UX researchers, fostering a collaborative environment that delivered projects on time and within budget.
- Produced wireframes, user flows, and prototypes that effectively communicated design concepts to stakeholders, resulting in an acceleration in project approval timelines.
- Collaborated directly with clients to tailor design solutions to specific business goals, contributing to an increase in client retention and satisfaction.

Beachbody

Senior UX Designer • 2020 – 2022

- Directed and executed the creative vision across all digital platforms, enhancing the user experience for desktop and mobile applications, resulting in an increase in user engagement.
- Led a cross-functional team of designers, developers, and UX experts to deliver visually compelling and user-centric interfaces, improving customer satisfaction scores.
- Spearheaded the redesign of the company's flagship mobile app, driving an increase in app downloads and a rise in user retention.
- Collaborated closely with marketing and product teams to ensure brand consistency and alignment with business goals, contributing to a growth in revenue from digital products.

GOLance

Senior Creative Director • 2017 – 2020

- Led the creative direction and design strategy for both desktop and mobile applications, ensuring a seamless and intuitive user experience for complex systems.
- Collaborated with remote development teams to create a simple, user-friendly interface, improving user engagement and reducing onboarding time.
- Implemented user-centered design principles within an Agile/SCRUM framework, keeping projects on track and aligning creative goals with technical execution.
- Streamlined the design process by integrating feedback loops and conducting regular design sprints.

Traffik

Art Director • 2016 – 2017

- Led the creative direction for brand projects, designing innovative digital experiences that enhanced customer engagement and increased brand loyalty.

TECHNICAL SKILLS

Figma Expert

UX/UI Expert

Photography Skills

GenAI Trained

HONORS

Alpha Beta Kappa Honors Society

Adobe Certified Expert

S.C.R.U.M. Trained

- Collaborated closely with cross-functional teams, including UX/UI designers and marketing strategists, to deliver high-quality brand experiences within tight deadlines.
- Utilized industry-standard tools such as Adobe Creative Suite and Sketch to create compelling visual narratives, resulting in an increase in client satisfaction.
- Managed multiple projects simultaneously in a fast-paced environment, consistently meeting deadlines and exceeding client expectations.

5.11 Tactical**Senior Art Director • 2013 – 2016**

- Led the UX/UI design strategy for e-commerce platform, resulting in an increase in user engagement and an improvement in conversion across desktop and mobile sites.
- Directed the integration of motion, interaction, and flow into the website's design, enhancing the overall user experience and ensuring seamless navigation.
- Collaborated with cross-functional teams to conceptualize and execute high-quality photography and photoshoots that aligned with the brand's tactical identity, boosting visual appeal and product presentation.
- Optimized design processes and workflows, which reduced production time while maintaining high standards of visual and functional excellence.