

CHAD HALSTED

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EXECUTIVE SUMMARY

Chad is an innovator with a flair for overcoming the most challenging business and design problems with calmness and style. Chad brings learning from over 10 years of successes from his leadership roles in startups, agencies, and enterprise clients across America, Europe, and Asia in every industry. His entrepreneurial spirit and technological expertise across the full software development lifecycle provides a solid foundation to bring his big ideas to life.

Chad has an outstanding knack for delivering value to businesses with his ability to break down organizational barriers, accurately assess problems, formulate action plans, and lead and motivate teams in the most challenging, ambiguous, and urgent situations. His portfolio demonstrates a deep understanding of user-centered design and expertise delivering end-to-end architecture for delightful and usable customer experiences.

Simplicity, efficiency, and integrity are the hallmarks of Chad's style, and he thrives when connected with honest, open-minded, and motivated professionals. Chad is positioned to deliver the most value to organizations when partnered with the senior leadership, responsible for leading a small team of specialists, and challenged to deliver measurable results.

AREAS OF EXPERTISE

- Process improvement
 - Stakeholder alignment
 - Information architecture
 - Audience segmentation
 - Pitching & presenting
 - Team management
 - Roadmap creation
 - User research
 - Project management
 - Experience assessment
 - Pattern design
 - Wireframes
 - Creative direction
 - Experience modeling
 - Best practice development
 - Task flows
 - Workshop facilitation
 - Information design
 - User journeys
 - Prototyping
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PROFESSIONAL OVERVIEW

Safeco / Liberty Mutual Consultant: Information Architecture & Content Strategy **2016-Present**

Safeco Insurance is a national U.S. insurance company providing commercial and consumer insurance.

Partner with Business leaders to establish a future vision for the Agent Portal, focusing on development of a new intuitive Information Architecture and delivering a content strategy that delivers the greatest value to users while working within the constraints of an evolving technical landscape. Providing creative concepts, IA documentation, workshop facilitation, and information design and team leadership.

REI Consultant, Digital Retail User Experience **2015-2016**

Recreational Equipment Inc. is an American retail cooperative, selling outdoor recreation gear and clothing.

Partnered with Sr. Leadership to deliver redesign of REI.com. Providing creative concepts, UX documentation, workshop facilitation, and process design and team building.

Amazon.com Experience Architect, Retail Systems, Vendor Platform **2014-2015**

Amazon.com is the largest Internet-based retailer in the United States.

Selected for a highly specialized position to establish a future vision and design framework for the vendor platform. Develop a program roadmap for research, architecture, and detailed design activities. Partner with researchers, engineers, product managers, and senior leadership to manage requirements and align stakeholders to a common vision. Drive current state assessment to document all existing processes for ordering, shipping, invoicing, payments, analytics and support. Validate findings with stakeholders.

Notable highlights:

- Reduced redundant pages and functionality by over 40%
- Improved efficiency of user tasks and workflow by nearly 60%
- Successfully implemented streamlined information architecture and navigation models, which created a 35% uplift in user satisfaction
- Developed pattern library and design guidelines, reducing project startup time by 80 hours
- Designed "sharable" components that were scalable and reusable across future projects

Chad the Brand Principal Consultant**2012-2014**

Chad the Brand provides consulting to enterprises and agencies through contract and freelance roles.

- Creating highly interactive prototypes for usability testing of a redesigned support site for a global hardware manufacturer
- Managed client relationship, led user experience and creative teams to delivered against challenging deadlines with inter-agency agile development processes for self-service account management site for major mobile telecommunications company
- Designed new user experience for ground-up redesign for major clothing retailer's digital commerce site with a streamlined checkout process celebrated by client and implementation partners for greatly improving workflow from out-of-the-box configuration
- Created cutting-edge user experience for Affligem craft beer brand site that pushed the boundaries of interaction and responsive design
- Provided leadership and delivered detailed UX architecture for various experiences for Triumph, Microsoft, Chiquita, and Heineken

Exposure Digital Director**2010-2012**

Exposure is a creative communications agency founded in 1993 with offices in New York, London, and Tokyo.

- Promoted to run the digital practice for NY studio
- Proposed and implemented digital offering by integrating web, mobile, and social media activities within PR & Creative projects
- Pitched for new business, developed proposals and overall digital strategy
- Managed a team of designers and developers to deliver projects for retail & beverage brands

As UX Director from 2010 to 2011:

- Directed User Experience for all digital projects across the US and Europe
- Worked closely with Digital Director, Strategist, and Creative Director to pitch for new business
- Facilitated client workshops and defined all UX deliverables
- Managed team of UX designers while providing creative and technical direction to projects in retail, commerce, fashion, and beverages
- Delivered experiences for web, mobile, tablet and SharePoint

Mangahigh.com User Experience Architect**2009-2010**

Mangahigh.com is a games-based learning start-up created by co-founder of King.com

- Recruited by the founder and CEO to define the vision for new games-based learning startup
- Partnered with the CEO to design specifications for games platform
- Visualized concepts for new product features and functionality through sketching and developing wireframes and workflow diagrams
- Led team consisting of a visual designer, front-end developer, and two back-end developers in agile design & development sprints
- Presented with CEO and COO at VC pitches, receiving funding in 18 months

Sapient Creative Design Manager**2007-2008**

Sapient is a marketing and consulting company that provides business, marketing, and technology services.

- Managed the creative track for multiple concurrent projects running in scale from \$200k to \$2M
- Proposed and implemented concepts for pitches, managed teams of UX designers, Visual designers, and web developers to deliver projects, and developed best practices for the UX team
- Designed and facilitated the UX portion of client workshops to gather requirements and align stakeholders
- Scoped work and developed roadmaps and other deliverables including experience models, sitemaps, task-flow diagrams, and wireframes

Prior to 2007 Chad held roles User Experience, Information Architecture, and Front-end development with ZAAZ, Razorfish, and Scient.

Bachelor's degree, Management Information Systems, Baylor University's Hankamer School of Business