

CHAD VAVRA

CREATIVE DIRECTOR - USER EXPERIENCE

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Profile

I'm a creative director specializing in user experience with a degree in new media/fine art and well over 15 years of interactive production experience.

My goal is to make things people want; something they will see and love, knowing it was created with thoughtful care of the human using it. To do this I believe that we have to make the analysis of the way users interact and the execution of design and technology relevant to the behaviors that influence them.

Skills

Technical

I'm experienced in planning and executing digital media that solves for user and business requirements. I don't just understand technology, I can code too.

Interaction

I use user experience design techniques to express empathy in products by combining user-centered behaviors with business strategies.

Management

I have proven ability to lead and manage digital projects in team and independent situations.

Experience

Rosetta Marketing - A Publicis company User Experience Director - New York

August 2013 - Current

As director of user experience at Rosetta's New York office I have grown an small team of ux designers working on products in the telecommunication/technology, healthcare, and financial industries. My primary focus from Aug. 2013 to Sept. 2014 has been as the UX lead on a multi-platform automation, security, and care product for a major telecommunication client.

In addition to directing our UX analysis, design, and executions, my team and I are embedded with Rosetta's internal 'Labs' initiative. Our specific focus is on the near-future of user's changing relationships with technology in the wake of rapidly increasing data collection and analysis.

Clients include AT&T, Samsung, Purdue Pharmaceuticals, Chase, Tracfone, Direct TV, and Panasonic
- work examples currently under non-disclosure agreements

RFI Studios - A Ruder Finn company SVP Creative Director - User Experience

January 2012 - August 2013

I joined RFI to bring an analytic approach to strategy and design within the company and ensure the success of interactive deliverables. This process consists of iterating upon design hypothesis and testing with user-centered design methods. Additionally, I was able to educate designers and technologists and then launch RFI's first use of responsive web designs and webfonts. Since the first launch it has become standard practice at the agency. I was also able to implement native mobile application analytics as a standard deliverable.

My UX department includes interaction designers, content strategists, and analytics practitioners. This combination of specialties allows us to not only design for user needs and business goals but also test, analyze and report on usage.

Clients include Citi Bank , Samsung Research America, Novartis , Michael J. Fox Foundation , MetLife , and The Counsel for Responsible Nutrition

The Barbarian Group Interaction Design Director

2010-January 2012

I work with the User Experience team at The Barbarian Group to support the creation of digital marketing experiences.

Our process has been focused on the goals and objectives of stakeholders and users to achieve measurable success. Our deliverables are created specifically with our users in mind rather than from a standard template. For smaller experiences this might mean sketching and prototyping, for larger projects extensive wireframes and functional specifications may be needed.

A few of the clients I've supported include Bloomberg, Mozilla, Lenovo, Samsung, Sears, ESPN, C40 Cities, and GE.

Saatchi & Saatchi Healthcare Advertising - A Publicis company Technology Director

2008-2010

As the technology director I advised brand teams on the best technologies and practices to successfully implement digital developments including Closed Loop Marketing tablets, websites, email campaigns, banners, search engine optimization, digital convention tactics, RIAs and more.

Specific to closed loop marketing on tablet PCs, I managed the technical relationships between Saatchi and AstraZeneca with Proscaper and Pfizer with ExploriaSPS. Additionally I created and led training workshops for internal and external tablet brand teams regarding the application and success of user experience principles.

In addition to working with internal and external brand teams creating user experience research, technical and functional specifications, wireframes, sitemaps, and prototypes I also advised the user experience team on the development of timelines and quality assurance plans.

iMed Studios - A Publicis company Senior User Experience Architect

2006-2008

I led User Experience initiatives for iMed Studios by focusing on design planning, strategy, research, information architecture, and development for all brand teams offering tablet PC and interactive applications. Success in 2008 increased UX initiatives at Astra Zeneca 300% and continued to drive new digital development in 2009.

M360, Inc. Senior Technology Specialist

2005-2006

I led technical aspects of DVD/CDROM production with Macromedia Flash and Director, DVD Studio Pro and Final Cut Pro; Web development including information architecture, design, programming, and management; and video production with Apple Final Cut Pro including production/compression of HD and DV footage for interactive and broadcast projects.

Independent Contracts Flash Developer / Technical Consultant

2002-2005

As an independent contractor I served as a technical consultant for new media initiatives and as a Flash Developer for clients including Mercedes Benz, Grey Advertising, and Young & Rubicam/Wunderman.

Netfolio, Inc.
Lead Web Designer

2000-2002

I directed the user experience, look and feel, and information architecture of Netfolio.com, a financial portal offering online trading of stock fund portfolios and investment advice updated daily.

Engineering Animation, Inc.
Animation Artist

1998-2000

Job responsibilities included 3D Modeling/Animation, game design, storyboarding, voice-over/sfx production, video compositing/compression. I also managed client and vendor relationships for technical documentation and audio production.

Education

Iowa State University - Ames, Iowa
BFA Mixed-Media Visual Studies