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# CHAD VAVRA

PRODUCT DESIGN DIRECTOR

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551-427-6038

As a director I split my time between working with clients to define strategies that align to customer desires and company goals and internal process innovation that brings business, user experience and engineering together.

My goal is to make places and things people want to experience; things created with care that they will love. To do this I believe that we have to make business, processes and cultures that support users lives.

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## Skills

### People

I strive to surround myself with diverse, highly talented people whose careers my experience and leadership can help advance.

### Clients

Partnering with clients to create innovative, measurable solutions that change businesses and their customers is my passion.

### Products

I lead client and cross-functional teams that develop strategies, products and services that change expectations of what is possible.

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## Experience

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Experience Strategy & Design Director - New York

January 2015 - Current

I lead, with two other directors in New York, our user experience team. This includes regular individual and team check-ins that focus on cross-discipline collaboration and process efficiency development in addition to building a fun, open, culture across our many different teams.

#### Projects:

**TV Everywhere for NBC Universal / Comcast:** iOS, Android, Roku, AppleTV app framework for the 13+ broadcast and cable brands for their TV Everywhere platform

**Google Advanced Technology and Projects (ATAP):** I led experience design for the creation of a service platform designed to support Project ARA, a modular smart-phone platform. The project spanned everything from on device, in stores, and the technical design and integrations.

**Facebook Building 8:** I also led the experience design of a service platform for a yet to be released hardware product.

**Brown Brothers Harriman:** The design and creation of a client, manager, and executive web portal for one of the worlds largest private investment banks.

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### Rosetta Marketing - A Publicis company

User Experience Director - New York

August 2013 - January 2015

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

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### 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. 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.

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

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## 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.

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## 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 products

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 brand teams regarding the application and success of user experience principles.

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## Further Employment History 1998-2008

I started my career as a video game artist and animator contracting on Pixar related titles. I then transitioned to web related digital products working as a front end designer and developer. Ultimately my experience led me to leadership roles in agencies focused on formalizing user experience departments.

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### *Education*

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

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