CHAD DANT

PRODUCT DESIGNER

chaddant.com
chad@chaddant.com
386.299.0329

PROFILE

Cultivates simple and elegant solutions for complete digital environments. Focused on holistic, user-centered experience design for digital products. Delivers design first thinking, creative leadership and superb visual execution.

SKILLS

Expert of visual development in traditional and digital mediums. Instinctive precision of layout, composition, typography and latest design trends. Rapid delivery of user flows, wireframes and prototypes. Extraordinary detail in interface design and style guides.

Software: Illustrator, Photoshop, InDesign, Sketch, InVision, Affinity Designer, UXPin, Keynote, PowerPoint, Word, & Excel. Knowledge of: HTML5, CSS3, Bootstrap & Javascript.

WORK EXPERIENCE

Sr. UX Designer   09/2015 - Present
SS&C Advent

Leading product design, strategy and user experience efforts for complex feature enhancements and major new design initiatives within the Black Diamond Wealth Management Platform. Continually shaping the direction and vision of product design and design-first thinking, from desktop to mobile devices. Mentoring and voicing on design quality, vision and output while also delivering daily tasks such as wireframes, prototypes and high fidelity mockups. **Key Projects**: Leading the design and development of the product style guide and component library. Created a responsive product landing page (side project) that quickly captured the interest of executives and our internal marketing group. This has bridged the gap between marketing and the experience design team, improving customer touch points. Redesigned application architecture and navigation, achieving a more simple, intuitive and flexible experience.

UI / UX Designer   12/2012 - 09/2015
Web.com

Worked on major feature enhancements and new design initiatives for a suite of web based applications. Drove continuous improvement by introducing and implementing new designs, tools and methodologies. Deliverables included product requirements, flows, wireframes, prototyping, documentation and testing. Directed multiple sub-contractors towards their deliverables. **Key Projects:** UI & UX design and product branding for new Webmail Application which rescued customers from an outdated and broken legacy platform. Redesign of a complex Customer Account Manager System that simplified the experience, integrated new and legacy products and became the first mobile-friendly account manager offered by the company.

Concept & UI Artist   03/2012 - 12/2012
Machine Zone Games

Exploratory concept art and design for game titles. Discovered design alternatives for user interface art, fonts, iconography and additional stylings. Offered successful branding variations for titles' along with character designs, game illustrations and

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WORK EXPERIENCE (Con'td)

various 2D art. Supplied marketing team with creative solutions for past and present shipped titles. **Key Projects:** Creative UI work on top grossing game title: "Game of War: Fire Age". Designed large variety of ads for "Race Or Die 2" launch campaign that helped to claim #5 "Top Free" within iTunes App Store. Deliverables included full screen illustrations, a large assortment of banner ads, animations and web site "skin" design for a leading game review company.

Graphic Designer   09/2010 - 03/2012
Adecco Group North America - Marketing

Breathed new life into the PowerPoint and Keynote presentation experience through new and fresh template designs across multiple business units under Adecco Group. Created custom, client specific presentations and PowerPoint animations for specific sales opportunities, proving a key element in winning bids. Developed new proposal designs, graphics and templates for multiple re-branded business units. Delivered creative solutions to specific sales requests through custom proposal layouts while upholding brand integrity. **Key Project:** Redesigned Adecco, Modis, Accounting Principals and Parker+Lynch brands' Word & PowerPoint presentations, boosting quality of sales support material.

Graphic Designer   04/2008 - 07/2010
Global Directories, Inc.

Advertising and marketing within Yellow Pages industry. Created new and innovative promotional ad slicks, custom editorial layouts and book cover designs. Front end web graphics including, icons, page layouts and user interface designs for company main site and additional intranet sites. Designed and maintained client ads within the directories. **Key Project:** Created and managed new invoice design series project from sample to production. Newly designed documents increased company's legitimacy, ensuring timelier payments of services rendered.

OTHER PROJECTS

Founder/Creative Director   01/2008 - Present
Toots Lorraine & The Traffic

Developed full brand identity and lead all creative operations for professional blues & swing band, Toots Lorraine & The Traffic. Established a growing brand recognition throughout the state of Florida with creative, promotional advertising through print, web and media. Launch of professional debut album materials increased public interest and revenue through escalating sales and performance dates.

EDUCATION

Ringling College of Art & Design   08/1999 - 03/2003

Bachelors of Fine Arts, Specialization in Illustration
Member of F.E.W.S. (Figure Enhancement With Students) Organization