

CHRIS STRANGE

CREATIVE TECHNOLOGIST | UX DESIGNER | UI DEVELOPER

646-539-8763

cdstrange@gmail.com

chrisstrange.com



PRACTICE AREAS

Responsive Web Design
User Experience
User Interface Design
High-Fidelity Prototyping
Information Architecture
Front End Development
Wireframing

TECHNOLOGIES

Adobe Creative Cloud
Sketch
Invision
Axure RP
Balsamiq
Optimizely
HTML
CSS
Javascript
jQuery
WordPress
PHP
MySQL

CONNECT



ABOUT ME

A highly accomplished user experience designer and developer with expertise in user interface design, information architecture, and front end development. Delivers quality results through collaborative design, iterative prototyping, and hands-on project management.

WORK EXPERIENCE

CREATIVE TECHNOLOGIST

Phosphor Creative | Mar 2016 - Present

www.phosphorcreative.com

- Provided superior consulting, user experience, web development, and digital marketing services for clients in the nonprofit, financial services, real estate, e-commerce, and entertainment industries
- Produced interactive wireframes, content management solutions, e-commerce websites, and digital marketing campaigns that helped clients convert and retain customers
- Responsible for all aspects of the project lifecycle, including budgeting, UX project management, and optimization

ASSISTANT DIRECTOR, DIGITAL MARKETING

Transamerica Retirement Solutions | Aug 2000 - Apr 2016

www.trretire.com

Accomplishments

- Developed digital marketing campaigns that increased website traffic by 63%, generated 600k newly subscribed users and cut print costs by 10%
- Designed & managed a content solution that enabled staff to maintain 500 plus custom microsites and achieve a 19.70% conversion rate for a fee-based retirement advice platform
- YTD fees generated from this fee-based platform have exceeded \$1.9 million dollars

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CLIENTS



WORK EXPERIENCE

ASSISTANT DIRECTOR, DIGITAL MARKETING - CONTINUED

Transamerica Retirement Solutions | Aug 2000 - Apr 2016

www.trsrretire.com

Responsibilities

- Designed and managed a microsite content management solution for clients including Red Bull, Scottrade, The Susan G. Komen Foundation, and The Bill and Melinda Gates Foundation
 - * These sites represent a pool of retirement assets in excess of \$5 billion dollars and 12 million average sessions per year
 - * This involved managing code development updates, overseeing a contractor budget of \$200,000, producing functional user experience diagrams, and creating analytics dashboards for senior management
- Produced wireframes and HTML / CSS code that contributed to user-centered design efforts for financial reporting sites servicing over 9,000 unique visitors per day
- Created Google Analytics dashboards and presented key performance indicators to upper management and clients
- Pitched directly to prospective clients in key sales meetings as the subject matter expert representing digital marketing technology

LEAD WEB DESIGNER

Burn-One.com | Sep 1999 - Jun 2000

- Lead UX design process and established creative standards for a startup music download website
- Recorded remote live music performances with multiple cameras and 32 tracks of audio

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ROB GOLDMAN

VICE PRESIDENT -
TRANSAMERICA
RETIREMENT SOLUTIONS

Over the past few years I have worked closely with Chris to develop and present our digital presence to clients and prospects. He is a definite pro and great teammate. I would recommend Chris and his work to anyone looking for someone with his talents.



BETSY WEINBERG

TRANSITION
COMMUNICATIONS
CONSULTANT
PRUDENTIAL RETIREMENT

Chris brings his insights to every project and advances the business. His multi-disciplinary skills make him an invaluable business partner. Chris always meets client needs and then exceeds their expectations!



GARY GOLLENBERG JR.

DIRECTOR OF IT SERVICES
AT CONCORDIA COLLEGE

I only had 1 class [at Manhattanville College MS Integrated Marketing Program] with Chris but I wish that I had many more. Chris's skills in the classroom are amazing. The presentation he gave is one of the top 3 I have ever seen. I am disappointed that I only had the 1 class with Chris because I would have improved my skills by being a class with him.

EDUCATION

UX DESIGN CERTIFICATE

Springboard.Com | 2017

DIGITAL MARKETING CERTIFICATE

General Assembly | 2016

M.S. - INTEGRATED MARKETING COMMUNICATIONS

Manhattanville College | 2009

B.A. - DOUBLE MAJOR - PSYCHOLOGY & SOCIOLOGY

Wake Forest University | 1997

AWARDS

PROFIT SHARING COUNCIL OF AMERICA SIGNATURE AWARD

2015 | 2nd Place - Conversion

- Designed and coded a retirement plan communications website (ah.trsretire.com) that added 20,000 new Ascension Health plan participants to the Transamerica Retirement Solutions platform

PENSION AND INVESTMENTS "EDDY AWARD"

2013 | 1st Place - Plan Transition

- Designed and coded a retirement plan communications website (wfbmc.trsretire.com) to accommodate new Wake Forest Baptist Medical Center retirement plan participants

"OASIS AWARD" FOR EXCELLENCE IN PURSUIT OF SALES GOALS

June 2013, 2014 | Transamerica

- Created over 200 customized sales and marketing websites per year that helped generate new business in excess of \$8 billion dollars