



# Kelvin Chan

UX | Art Direction | Information Architecture

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## Profile

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**Results-focused, data-driven, and highly analytical leader equipped with hands-on experience in all facets of UI/UX design and information architecture. In-depth knowledge of group ideation, design sprints, user stories, wire framing, and prototyping.**

Expert at resolving pain points through usability studies, and analytics tools to support design decisions. Known for expertly bridging gaps across vendors, developers, production artists, and product owners regarding technical and design implementation. Significant contributor, adept at providing key insights on user-centered design methodology, 508 compliance standards, data-driven digital optimization approach, and work flow management. Successful at building and managing small cross-functional teams with measurable results.

## Expertise

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Continuous Process Improvement  
Design Leadership  
Mobile First

User Experience Optimization  
Strategic Planning and Implementation  
508 Compliance

## Skillset

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Sketch, Adobe CC, inVision, Podio, JIRA, OmniGraffle, Microsoft Office, Reporting software (Adobe Analytics, Webtrends, Google Analytics, Foresee Results, Omniture), Enterprise CMS (AEM -Adobe Experience Manager, Ektron, Alfresco, Wordpress). HTML5, CSS3, jQuery, Adobe Analytics, Google Analytics, Foresee, LEAN, Agile.

## Experience

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Supervisor, Visual Design

*Sprint Prepaid Brands | Reston, VA (Remote)*

2010–Present

- ★ **Successfully led redesign and replatform of BoostMobile.com inside 18 months** on new component-based Design System for Adobe AEM, while building a team from 1 to 5 designers.
- ★ **Drove key efforts in reconstructing page templates to responsive design on 3 prepaid brands for Sprint** which reduced production time and reduced cost by eliminating vendor hosted mobile site
  - Take charge of brainstorming, wireframing, scoping, as well as content and requirements gathering for all new initiatives with management and product owners
  - Thoughtful leadership in remotely managing visual design, team pipeline, capacity planning and creative reviews
  - Provide meaningful UX recommendations by overseeing multiple redesigns and improving conversion rate
  - Maintain brand consistency by providing art direction across all digital touch points
  - Expert in complex interaction design in post-login account management as principal designer on re-platforming of all Sprint Prepaid brands to CMS solution

## Web Analyst

2006-2010

Virgin Mobile USA | Warren, NJ

- ★ **Led an advertising campaign leveraging an exclusive 48-hour deal with Sony** to host a world premier music video by Britney Spears that resulted in **47% increase** in traffic compared to monthly traffic baseline
- ★ **Drove all phases of newsroom implementation** from vendor research, SOW review, and design/technical implementation of branded PRNewswire newsroom resulting in real time publishing and eliminated development time.
  - Managed CMS in deployment of monthly releases with the internal IT department
  - Designed and developed all branded social networking platforms, such as Facebook, Twitter, and YouTube
  - Provided art direction with the following responsibilities:
    - Rebranding of Helio.com, and integration and development of postpaid handsets and voice portfolio on virginmobileusa.com;
    - Creative direction, and management of annual Virgin Mobile Festival microsite with agency
    - Complete rebrand of promotional and systemic email templates to align with site redesign working with an agency
  - Formulated the solution to untie press releases from IT release schedules which optimized press release timing.
  - Provided effective advice on design and notified business owners on traffic patterns through the use of analytics data and heat map studies
  - Supervised a web production team in development of daily website maintenance

## Earlier Career

Web Producer | Technical Project Manager

2001-2006

Senior Multimedia Designer

Multimedia Designer

Thomson Learning | Lawrenceville, NJ

Freelance Interactive Designer

LookNorth Inc | Red Bank, NJ

## Education

Associate of Arts in Communications

Middlesex County College | Edison, NJ