

LEO BLAKE

WEB/UX DESIGNER

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- Scope: Web/UX design specialist for personal and business clients
 - Web Application, Web Design for Desktop and Mobile, front end programming, research
 - Diverse experiences in the marketing/media industry including freelance design for online publications, consulting, and proficiencies in Adobe Photoshop, CSS, and front end programming.
 - Core competencies including Web and UX design, creative solutions, branding strategies, and problem solving through design/messaging.
 - HTML, usability, CSS, Adobe Products, WordPress, Mobile Web and Application Design

Notable Results

- Launched mobile platforms for CHG brands resulting in 12%-24% conversion lift as well as establishing an online mobile presence.
- Lead web strategy and development on two broadly successful brand re-launch campaigns. CompHealth, and RNnetwork.
- Achieved first year goal of making CHG and its brands independent of outside design contacts.
- Met or exceeded full performance marks as well as internal recognition from division executives and leaders each year of employment.

EXPERIENCE

CHG HEALTHCARE Jan/2011 – Jan/2015	Web Designer Responsibilities <ul style="list-style-type: none">▪ Meet with brand teams, internal divisions and clients to identify their needs▪ Draw up detailed specifications and requirement documents▪ Construct wireframes and establish page layouts and functionality▪ Organize hosting, implement platforms and CMS solutions▪ Work with different content management systems e.g. Microsoft SharePoint, WordPress▪ Work closely with SEO specialist on solutions and implementation▪ Design visual imagery of website and ensure alignment with all brand(s), company branding policy or the requirements of the client
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	<ul style="list-style-type: none"> ▪ Edit any and all content via CMS solutions or manually via FTP executing frontend coding and styling changes and adjustments with CSS ▪ Work daily with diverse professionals including web developers and graphic designers as well as the CHG UI specialist ▪ Collaborate with external agencies and resources as needed ▪ Contribute to testing all web properties as well as strategic analytic web scope ▪ Train internal marketing and divisional partners ▪ Daily research of current design trends and technical advances in the industry within my specialty as well as ongoing professional development in any and all specialties that directly affect my work
Entice Labs Mar/2010 – Sep/2010	<p>Senior Designer</p> <ul style="list-style-type: none"> ▪ engagement/landing pages ▪ company websites ▪ UIs for applications and web properties ▪ ad campaigns and ad templates ▪ print and marketing materials
SHI Designs (Freelanced) 2007 – 2010	<p>Web Design/Front End Programmer</p> <ul style="list-style-type: none"> ▪ Diverse client projects, notably the cancer research executive group for the University of Utah.
Prosper Inc. Jan/2007 – Jun/2007	<p>Front End Programmer</p> <ul style="list-style-type: none"> ▪ Primary programmer for Marketing and Project teams. ▪ Maintained websites for Prosper websites and subsidiaries. ▪ Worked on many high level company projects with minimal supervision and tight deadlines.
MXM May/2006 - Nov/2006	<p>Web Designer / eCommerce Manager</p> <ul style="list-style-type: none"> ▪ Designed MXM’s corporate website. ▪ Created and maintained websites for MXM, subsidiaries, and clients

EDUCATION

Utah Valley University 2005 – 2006	Computer Science Degree
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