(773) 558-0672 | chadsparks78@gmail.com | www.chadsparks.com | Chicago IL 60625

2018 - Present

Perficient (Client: Caterpillar) Senior Visual UI/UX Designer

Primarily focusing on client's ecommerce parts site. Projects include: site enhancements (small to large), new features, conceptual work, site redesigns, components building/documentation, and design system maintenance. I work closely with UX architects, business analysts, product owners and development team to create innovative UI & UX solutions in a complex B2B2C ecosystem. Defining patterns while building a design system from the ground up along with the supplement libraries (recipes) outside of core fundamentals while keeping an atomic design mentality in mind. Initially my team began building out the design system in Sketch, and are now heavily involved in maturing our core design system and its supplemental libraries in Figma. I have maintained a prominent role in the development in our alloy design system while adhering to accessibility and usability standards. Some responsibilities includes: complex project level work; small prototype creation; library(s) maintenance (core design system and platform libraries); documentation of examples in the libraries; peer reviewing new components/variants before adding to the library; peer reviewing designers work to insure adherence to established patterns, and proper usage of auto layout; usage of proper library components; making informed decisions thru resources like Baymard.

2012 - 2018

Sears Holdings Corporation/IMX Senior Visual/Digital Designer

Design/concept email campaigns, banners, landing pages, pitch decks, style guides. Complexity levels involve dynamic text/imagery, multiple versioning, heavy photoshopping. Thorough understanding of HTML/CSS, mobile responsive layout and how it applies to email, as well as the limitations it creates. Mentor more junior designers thru sharing tips and tricks, and assisting in brainstorm sessions to curb creative block. Led brainstorm session on more conceptual projects. Persuasively presented concepts and clearly articulated design decisions. Proactively seeking answers to questions that help clarify the member experience.

2009 - current 2007 - 2008

Freelance/Independent Contractor

- Raesea Internet Marketing (9 months)
 - Logo/branding development, website design, promotional print advertising, T-shirt design, business cards
- Tactara (2 years)
 - Logo development, site branding, email marketing, microsites, Photoshop and HTML/CSS,
- US Music Corporation (6 months)
 - Packaging design & production with licensed products, mock-ups for trade shows and clients.
- Marks Plier (6 months)
 - Factory Card & Party Outlet Halloween wall involving extensive InDesign work. Page layout for Ashley furniture ads.
- s2 Marketing & Communications (1.5 years)
 - Production edits on corporate newsletters, flyers, postcards, annual reports, web graphics, billboards, monthly ads

2008 - 2009

Rod Sickler Salon & Spa Senior Designer & Marketing Manager

Responsibility including an overhaul of the salon's branding and marketing. I conceived and created designs for all of the businesses local advertising, in store marketing, all events, and email marketing. We also partnered with local companies to assist them with marketing and design (Imperial Pools, Refinery, AFST, RHFS, Wendl's, Nutrition at Work).

2002 - 2006

BFA Visual Communications

Illinois Institute of Art Schaumburg

1997 - 2001

BFA Painting

University of Illinois Champaign Urbana

Figma	
Design System	
Photoshop	
Sketch	
Invision	