

MARK CHITTENDEN

design@markchittenden.com | (630) 457-6701 | markchittenden.com | Lafayette, CO 80026

- Visual Designer focused on UX design, UI Design and Interaction Design.
- Art Director with over 13 years experience in the visual design and animation industries.
- Dedicated user-centered designer, with a focus on clarity and function.
- Energetic leader who strives to facilitate success for everyone.

EXPERIENCE

Cloud Elements, Denver, Dec 2018 to Jan 2019

UX Designer

- Thoughtfully redesigned Cloud Elements documentation site improving user experience and clarity.
- Focused on the landing page, page content layout & the navigation structure.
- Collaborated with team members on competitive analysis, collected, synthesized, and used research data to make design decisions.
- Created wireframes and prototypes in Sketch. Conducted usability and A/B testing.
- Worked with product owner, developers and engineers to define functionality and navigation.

Sunrise Productions, Cape Town, Jan 2006 to Mar 2018

Art Director - Animated Feature Short

- Collaborated with 7 heads of department in the pipeline to create an original, visually stunning short film, which successfully received funding to make a feature-length film.
- Responsible for the artistic development and overall visual direction of characters and environments.
- Researched and developed mood-boards to support the Director's vision.
- Supervised a team of 6 artists, both in-house and remotely.
- Managed the loop of communication between director and storyboard, concept artists, 3D modelers, and environmental artists.
- Reviewed team's art to bring it to the standards of the Creative Director.
- Collaborated with the director, then executed the vision, from concept to completion.
- Accountable for on-time execution and delivery.
- Functioned as Director of Photography.

Co-Creative Director - Merchandise Department

- Responsible for the look and cohesion of all kids' merchandise across 7 in-house brands.
- Merchandise included, clothing, school supplies, paper goods, and toys.

Art Director

- Supervised multiple teams of artists- 6 concept artist, 5 graphic designers.
- Spearheaded the artistic development and overall visual direction of marketing and promotional material, including print, web, mobile, television, and completed projects ranging from clothing design, Style Guides, and illustration.
- Concept artist involved and responsible for the look of many of the characters and environments of the projects including an award-winning television show and professional sports teams.
- Designed 5 animated sports team mascots for brand building from concept to marketing campaign roll out.

General Assembly, Denver - UX Design Immersive, Oct 2018 to Dec 2018

- Focused on clarity, simplicity, and a user-friendly customer experience.
- Collaborated with a team on creating and integrating immersive language experiences into the already successful Duolingo application.
- Conducted user interviews and competitive analysis.
- Synthesized all data and created personas and user flows.
- Used affinity mapping and card sorting to strategize & organize information architecture.
- Ideated and designed key features based on findings.
- Built wireframes in rapid prototyping tools, Sketch and InVision, to simulate and conducted user tests.
- Designed high fidelity mock-ups implementing typography, branding and layout.

UX SKILLS

Visual Design
UI Design
UX Research
User Interviews
Research Synthesis
Usability Testing
Complex Problem Solving
Collaboration/Teamwork
User Empathy
Persona Creation
Information Architecture
Site Map & User flows
Wireframing
Prototyping
HTML/CSS

DESIGN SKILLS

Art Direction
Concept Art
Illustration
Typography
Color Theory
Branding
Photography
Video Production & Editing

SOFTWARE

Sketch
InVision
Photoshop
Illustrator
InDesign
Lightroom
After Effects
Premiere

EDUCATION

Oct 2018 - Jan 2019
UX Design Immersive
General Assembly,
Denver, CO

Graphic Design
Cape Town University
Of Technology,
Cape Town, South Africa

SOFT SKILLS

Attention to Detail
Dependability
Time Management
Initiative
Adaptability
Integrity
Consistent
Communication
Leadership