

Chris Freitag

USER EXPERIENCE DESIGNER

Denver, CO

User Experience Designer with a background in information architecture, user interface design, graphic design, and user testing. Advocate for collaboration, design thinking, and an iterative design process.

Experience

User Experience Consultant

Denver, CO
Jan 2017 - Present

Creative Friday

Freelance consulting for agencies, marketing firms, and development shops. Functional areas of expertise include User Experience (UX) Design, User Interface (UI) Design, Information Architecture (IA), Wireframing, Prototyping, User Testing, Usability Research, User Journey Maps, Process Flow Design, User Personas, Requirements Gathering, and Competitive Analysis

Lead UX Designer

Denver, CO
Jul 2016 - Oct 2016

PromonTech

Lead designer on new financial software for the mortgage industry. All designs were built to be entirely responsive. Helped product management identify pain points for both the consumer-side and lender-side of the mortgage process and gave guidance for which parts to go after first in order to make usable software that would have immediate impact in the market.

Advisory UX Designer

Boulder, CO
Apr 2015 - Apr 2016

Pitney Bowes

Lead UX Designer on the Customer Engagement Suite. Promoting the user experience and evangelizing user-centric design to a multinational company transitioning from manufacturing to software. Communicating intent and demonstrating clickable prototypes were key in helping all levels of management and engineering keep focus on outcomes.

UX Product Designer

Denver, CO
Oct 2013 - Apr 2015

FSW.com

Lead UX Designer for the main business-to-business (B2B) shopping experience as well as brand new procurement software suite. All designs are responsive to fit the right screen experience. Use information gathered from analytics, remote user testing and remote a/b tests to inform future design decisions.

Senior UX Design Manager

Denver, CO
Jun 2009 - Oct 2013

Pearson North America

Manager of the Denver UX team of UX designers, UX researchers, and a Visual Designer. UX Lead on platform initiatives including the main SaaS learning-management software and mobile applications. Agile UX design practice with planning, prototyping, design and testing in faster sprints with focus on iteration.

Prior positions held during my tenure at Pearson North America:

- Senior UX Designer (manager of a small UX team)
- UX Designer

Information Architect

Denver, CO
Aug 2006 - Oct 2008

Janus Capital Group

Drove strategy and implementation of enhanced company intranet. Led usability tests and created revolutionary method for quickly accessing company forms and applications. Designed flexible and powerful solutions for marketing initiatives.

Information Architect / Senior Web Designer

Denver, CO
Jul 2005 - Jul 2006

Indigio

Web and User Experience design for a local Denver-based agency. Identified solutions by analyzing client competition, reporting findings, designing taxonomy, and creating wireframes and prototypes. Coded standards-compliant HTML/CSS.

Multimedia Graphic Designer

Centennial, CO
Apr 2003 - Jul 2005

Shaw Environmental, Inc.

Advanced usability of company's public Web site through revamped graphic design, information architecture, and CSS-based page layout. Built interactive Flash interfaces for promotional materials presented in CD format. Designed public-facing web sites for remediation projects.

Web Designer I

Denver, CO
Jul 2000 - Oct 2001

Qwest Interactive

Designed and implemented web sites and web applications in a consulting agency division of Qwest. Discovered the value of information architecture witnessing my first user test in Qwest's Human Factors Engineering lab. This became my career goal.

Education

Some College

University of Northern Colorado

Business Administration with an emphasis in Marketing

Greeley, CO

Aug 1993 - Jun 1996

Additional Experience

Before Web Design

I began my graphic design career in print where I learned valuable typography and layout rules which help me in creating better user experiences. My progression from print production to user experience design has been natural and evolutionary.

Skills

Software and Languages

Sketch, Invision, OmniGraffle, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Balsamiq, Affinity Designer, Affinity Photo, Apple Keynote, Microsoft PowerPoint, Zeplin, Slack, HTML, CSS, and Paper & Pencil.
