

# SAM CHRISTIAN

CREATIVE DIRECTOR • UX LEAD

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I am Sam Christian - a Creative Executive with over 10 years of practice within the industries of e-commerce, entertainment, business and healthcare. My passion for pleasing the proverbial user, stems from formative beginnings in the areas of music production, songwriting and fine art. Congruently, through the use of creative technologies, agile methodologies and coding languages, I still design to captivate the audience.

As Creative Director, I am able to identify, harnesses and accelerate the unique talents of my team in order to successfully fulfill the acute creative needs of both business and client. Above all, I enjoy the art of strategically thinking about, collaboratively planning for and consistently crafting - the best possible solutions for the company I represent.

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## CURRENT ROLE

### **Creative Director for 4Ocean**

Boca Raton, FL

SEPTEMBER '17 - PRESENT (6+ months)

- Designed company logo and generated multiple versions for usage on digital and print media.
- Redesigned and developed company's entire ecommerce website 4Ocean.com utilizing Shopify's liquid language.
- Assisted heavily in developing the concept for and designing packaging for company's monthly subscription product.
- Attended multiple strategy/brainstorming sessions driven by data & market analysis.
- Vetted, hired, and lead creative talent to work with company on full-time, part-time and freelance basis'.
- Curated branding and all creative materials.
- Developed Quick Brand Guideline Reference Sheet for vendors and partners.
- Negotiated PCW recycled print material pricing with several local and overseas vendors.
- Continually provided analytics company a variation of mockups for split testing.
- Developed a biweekly and monthly Launch Plan for several products on the 4Ocean pipeline.
- Assisted in the integration of several plugins for optimization of the company website.
- Wrote and edited content for website pages and product descriptions.
- Held company-wide naming contests.

### **Lead UX Designer for Adaxa Technologies (Formerly MCNA Systems)**

Fort Lauderdale, FL

APRIL '13 - SEPTEMBER '17 (4.5 years)

- Progressively matriculated from UI Specialist to UX Designer to Lead UX Designer.
- Played key role in the creative process for company's recent brand transition (Name, logo & assets).
- Responsible for designing and developing beautiful and engaging user experiences for websites and business applications, leveraging knowledge of best practices, industry trends, and design intuition.
- Provide support to Development, Engineering, Product Management and other teams when User Experience design and User Interface design is needed (United States and Ireland).
- Take ownership of all facets of User Interface (UI) and User Experience (UX) for business products.
- Collaborate with and mentor UI and UX Designers and delegate UI/UX and Development tasks to others as applicable.
- Responsible for quality control of all UI/UX projects across the UX team, as well as working to maintain and improve processes and standards.
- Expected to be creative, flexible, have strong time management skills, pay great attention to detail, and keep the desire for continual growth and improvement.
- Design and develop consumer facing websites (front and back-end) as needed.

### **Web Designer for Entertainment Benefits Group**

Aventura, FL

MAY '10 - APRIL '13 (3 years)

- Translated ideas and collaborated with Chief Executive Officer on several e-commerce websites.
- Developed new brand ideas, user interfaces, internal company processes and email sequences.
- Initiated overseas team by serving as freelancer scout and created descriptive guidelines with video tutorials for team to follow.
- After Entertainment Benefits Group's multi-million dollar acquisition of NewYork.com, designed official logo & produced a 30-page Brand Study document for the high traffic website in 5 days.
- Propelled sales on BestofNewYork.com by developing website's sitemap and user experience.
- Designed email newsletter campaign strategy calendar and produced an array of templates for seasonal e-blasts on TicketsAtWork.com.
- Helped save company over 30% annually through print media relations.
- Held responsible for web design & front end development using HTML, CSS and JS libraries.
- Produced Flash banners & 3D renderings for various marketing campaigns.

### **Lead Graphic Designer for Health Genesis**

Bay Harbor, FL

JANUARY '09 - MAY '10 (1.5 years)

- Worked in tandem with Chief Executive Officer to bring graphic concepts into fruition.
- Developed new and existing vitamin and supplement brands.
- Produced graphics, web design & package design for several vitamin and supplement brands.
- Held responsible for e-Blast marketing coordination through producing email-ready HTML and CSS.
- Served as overseas team supervisor and also initiated and created video tutorials for outsourced staff.

### Graphic Designer/Business Partner for Osorio Art & Framing

North Miami Beach, FL

APRIL '07 - AUGUST '08 (1.5 years)

- Promptly promoted to business partner, earning 50% in sales commission in addition to base salary.
- Designed & printed layouts, ads, business stationery, giclées, signage and other print products.
- Operated Roland 54" solvent print/cutter.
- Produced web, graphic and package design for online and walk-in clientele.

### Creative Intern for Burrell Communications

Chicago, IL

JUNE '05 - SEPTEMBER '05 (3 months)

- Worked on TV Commercial layouts and Radio spots for McDonalds, Sears, Verizon and Crest.
- Attended meetings, presented comps and storyboards for various projects.
- Responsible for stockpile photo research within the department.
- Participated in graphic layout development by producing Storyboards for commercial planning.

## HIGHLIGHTS

**Adaxa Technologies** Namer & Logo Designer - FEBRUARY '17

**NewYork.com** Logo Designer - JANUARY '13

**National Art Competition Grand Prize Winner** - NOVEMBER '04

## CONFERENCES

SmashingConf: New York, NY - JUNE '15

Frontend Conference: St. Petersburg, FL - MAY '15

An Event Apart: San Francisco, CA - NOVEMBER '12

WordCamp Miami: (Wordpress) Miami, FL - JULY '12

## SKILLSET

UI/UX Design (Wireframes, Prototypes, Personas, User Flows, Process Design), Packaging Design, Web Design, Graphic Design, Print Design, Front-End & Back-End Web Development, Database Design, Brand Development, Digital & Print Marketing, SEO, Agile Development, Scrum, Team Building, Freehand Drawing/Painting/Sculpting, Audio Production & Engineering

## TOOLBOX

Invision, Sketch, Adobe CC Suite, HTML5, CSS3 (SASS/LESS), PHP, MVC, Object Oriented Programming, JavaScript, jQuery, Angular JS, Bootstrap, MySQL, GIT, Agile, LEAN UX

## CHARACTERISTICS

Humble | Considerate | Assertive | Honest | Driven  
Poised | Creative | Passionate | Organized | Consistent  
Listener | Motivator | Collaborator | Learner | Leader

## EDUCATION

**Bachelor of Science Degree** - MAY '06

Fine Art, Graphic Communication

Florida Agricultural and Mechanical University

Magna Cum Laude

**High School Diploma** - JUNE '02

Art, Business Administration

North Miami Senior High School

TOP 10% - 3.7 GPA

## PORTFOLIO

[www.seelistenmove.com](http://www.seelistenmove.com)

\*References & additional samples available upon request.