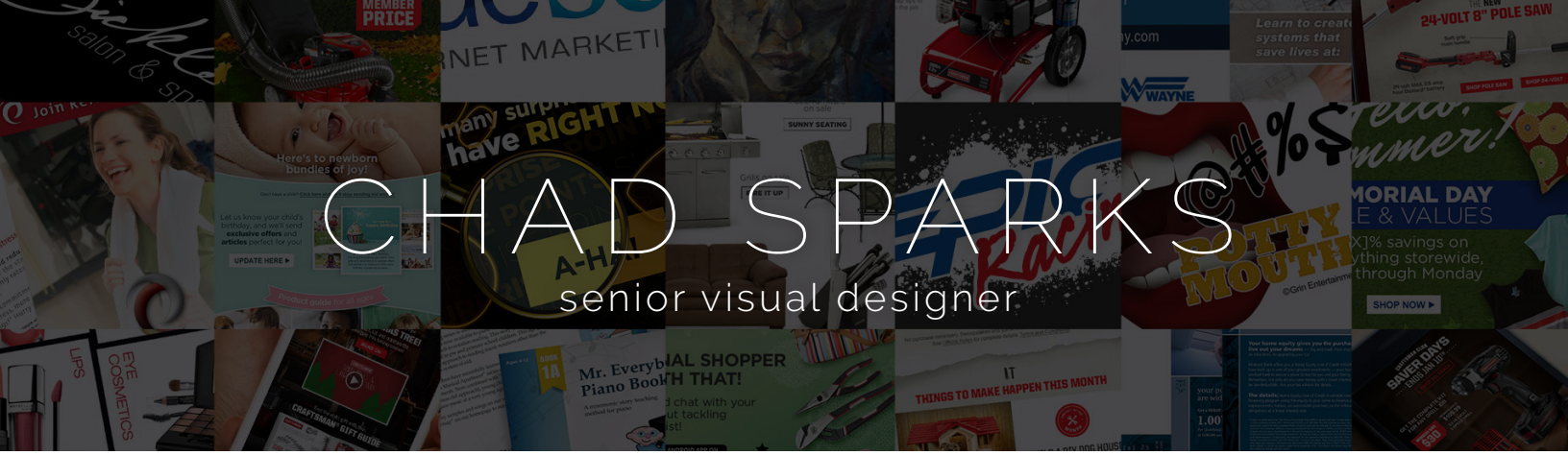

CHAD SPARKS

senior visual designer

2623 W. Farragut Ave, Chicago IL 60625
(773) 558 0672 | chadsparks78@gmail.com | www.chadsparks.com

Senior visual designer with 2 BFAs and several years of combined experience in print, web, mobile and app design. Interested in a leading design role on an ambitious creative team where like-minded individuals strive to achieve the next-level design solutions through the latest technology and collaborative work methodology. Thriving in a dynamic, challenging, fast-paced and highly creative environment—I excel in environments where I can drive design strategy and execution that produces the optimal user journey experience.

2012 - present

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. Produced 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*
Responsible for overhaul of salon branding and marketing. Concepted & created design for local advertising, the salon, all events, marketing via email and publications. Also partnered up with local companies to aide them in marketing & design (Imperial Pools, Refinery, AFST, RHFS, Wendl's, Nutrition at Work).

2006-2007

Spectra Merchandising International *Graphic Designer/Packaging Design Assistant*
Worked extensively with factory dielines to create brand packaging & mock-ups. Maintained all specs for the corporate sell sheets, and keep site content updated.

2002 - 2006

BFA Visual Communications
Illinois Institute of Art Schaumburg

1997 - 2001

BFA Painting
University of Illinois Champaign Urbana

- Photoshop
- Illustrator
- InDesign
- Sketch
- Invision
- HTML/CSS