

CHRISTOPHER A. BELL

Professional Summary

Seasoned and reliable Management professional with mid level experience as a UX/UI Web Developer rooted in Usability standards and concepts. Strong work ethic and customer service and satisfaction record. Adept multitasker capable of bringing simultaneous web page creation and repair projects to completion with full accuracy and efficiency. Able to function well independently with little to no supervision or in coordination with a professional electronic media team.

Relevant Experience

Director of Operations

October 2015 - November 2016

Dealer Synergy

- Liaise with superiors to make decisions for operational activities and set strategic goals.
- Plan and monitor the day-to-day running of business to ensure smooth progress.
- Supervise staff from different departments and provide constructive feedback.
- Evaluate the efficiency of business procedures according to organizational objectives and apply improvements.
- Oversee customer support processes and organize them to enhance customer satisfaction.
- Review financial information and adjust operational budgets to promote profitability.
- Revise and/or formulate policies and promote their implementation.
- Manage relationships/agreements with external partners/vendors.
- Evaluate overall performance by gathering, analyzing and interpreting data and metrics.

Project Manager

June 2015 - October 2015

Dealer Synergy

- Managed a (5) member team through the planning and design phases of a financial analysis software tool
- Responsible for keeping content up to date, engaging site visitors and collecting site usage data via analytics.
- Supported the technical roll out, troubleshooting and ongoing support for a Virtual Training (LMS) resource.
- Developed targeted strategies in concert with stakeholders to reach potential buyers via digital marketing outlets.
- Deployed email driven campaigns resulting in an average read/open rate of 15%.
- Managed a 80,000 person email database ensuring data integrity and effective follow up on potential leads.
- Collaborated with all stakeholders to develop & deliver collateral for (3) national automotive conference cycles.
- Planned, designed and executed design concepts for (2) national automotive magazine covers (Auto Success).

Web Developer

March 2015 - June 2015

Dealer Synergy

- Contributed to design and development of client and server database applications.
- Maintained and updated HTML/CSS templates utilizing responsive design principles.
- Provided UX/UI and Usability expertise to both internal and external stakeholders.
- Dissected and reconstructed information architecture framework to increase findability on managed sites.
- Built wireframes and mockups within an iterative framework to expedite software development and deployment.
- Assisted in planning and implementing dynamic and online eCommerce applications.
- Conducted layout design and construction for (5) automotive centered websites.
- Webmaster for (7) company websites in the automotive vertical ensuring uninterrupted connectivity.
- Provided technical support to (3) member web design team as directed.
- Utilized version control tools to deliver cross-browser compliant web applications.

Core Qualifications

Design/Interaction tools

Adobe Creative Suite
Sublime Text

Project Management tools

Basecamp
ZoHo

Agile Development tools

JIRA
GrassHopper
Trello
Toggl

Prototyping/Testing tools

Optimal Workshop
Axure

Marketing tools

Constant Contact
MailChimp
HubSpot

Scripting Languages/tools

HTML5 / CSS3
Javascript / jQuery
Wordpress
PHP / MySQL

Education

The Art Institute of Philadelphia

Philadelphia, PA 2015

Bachelor of Science in Web Design

3.97 GPA

Capella University

Minneapolis, MN 2007

Master of Science in Human Behavior

3.82 GPA

Temple University

Philadelphia, PA 2003

Bachelor of Science in Psychology

3.75 GPA

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Relevant Experience

Freelance Designer/Developer

March 2015 - Present

The Prodigal That Did Not Return

- Conceptualized creative, comprehensive and contemporary covers and interiors of published book.
- Maintained brand awareness and industry standards in addition to design trends.
- Planned and executed photo shoots to achieve high-quality, creative imagery for each title.
- Identified and resolved potential layout issues during design process.

The West Philadelphia Tool Library

- Analyzed websites for usability and accessibility issues delivering written and visual findings.
- Developed test plans, recruited participants, and administered product and process research based tests.
- Optimized user experience by focusing on the sites information architecture.
- Redesigned select web pages focusing on improved site navigation and findability.

Live on the Vine

- Managed four member team adhering to all line items in client's request for proposal.
- Identified benchmarks and developed timeline for team members and client.
- Facilitated creative direction for team and client sites.
- Delivered presentation and functional prototype within three months.

cbDesigns

- Webmaster for (3) client websites ensuring uninterrupted connectivity.
- Developed small scale recording studio geo-targeted augmented reality application.
- Developed interactive eBook for both Android and iBooks platforms.
- Developed a prototype College Finding decision-making application.

Web Developer (Intern)

January 2015 - March 2015

Iper Design

- Developed a thesaurus website to aid in explaining difficult words for toddlers to understand.
- Updated International marketing website by implementing current web standards.
- Updated web style sheets and pages on a regular basis and as required.
- Updated web pages with appropriate links and multimedia elements.
- Prepared site update reports for submission to management on a regular basis.

Academic Awards

Scripting

Introduction to Scripting
Emerging Technologies
Interactive Motion Scripting
Designing for Server Side Technology
Net Broadcasting

Interactive Design

Audio Production of Interactive Design
Dynamic Web Scripting
e-Learning

Design

Digital Typography
Advanced Image Manipulation

Academic Honors

Project Management
Outstanding Academic Achievement
Best Portfolio



UX/UI/Usability Designer