

# CHAD MORTENSEN

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PORTLAND, OR, 503-347-0199, CHADMOR@GMAIL.COM

## OBJECTIVE

- 15 years of experience in user experience and interaction design including 7+ years experience with ecommerce optimization and testing
- Ability to simplify complex problems into manageable tasks and see through to resolution
- Proven ability to successfully manage and implement multiple and various sized projects from start to finish within time and budget constraints
- Effective management skills as well as outstanding leadership, presentation and communication skills in all facets of a project

## EXPERIENCE

3/1/2004 TO PRESENT                      VEGAS.com                      *Portland & Las Vegas*

### **MANAGER, OPTIMIZATION & USER EXPERIENCE**

- Manage a team of designers and optimization analysts that are responsible for the online user experience of the various web properties as well as managing the optimization and testing efforts.
- Extensive work in analytics, user studies, multivariate and A/B testing applied to optimization of large volume commerce site. Success in both usability, user desire with an overall increase in sales metrics.
- Worked closely with product managers, project managers and developers to communicate and advocate effectively the value of continual optimization and testing as a company wide initiative.
- Responsible for the user experience and look and feel of Vegas.com, LasVegas.com, Mexico.com as well as all internal applications.
- Able to manage projects and workflow from a remote office. 25% of my time is spent on location and 75% is telecommuting.

3/1/2007 TO 9/1/2007                      PCD Group                      *Portland, OR*

### **SR. INTERACTION DESIGNER**

- Responsible for user interface, visual design as well as usability strategy.
- Created prototypes, wireframes and final graphical design for clients such as Citibank.com, Citigroup and Mercy Corps.
- Worked with a team of developers to successfully create websites and web based applications that accurately represented the initial design and strategy.

1/1/2002 TO 8/1/2003                      Succeed Corporation                      *Chandler, AZ*

### **SENIOR INTERACTIVE DESIGNER / USABILITY SPECIALIST**

- Developed a small business web portal from conception to final product launch.
- Collaborated with team to improve usability and customer experience
- Responsible for the graphic design needs of the company including web, print and all advertising media

1/1/2001 TO 12/1/2002                      Systems Technology Group                      *Phoenix, AZ*

### **SR. INTERACTIVE DESIGNER**

- Interacted closely with various clients including Vertel, Phoenix Symphony, Scottsdale Center for the Arts, ASU Research Park and the Arizona Department of Education.
- Worked on-site at the Arizona Department of Education to design the Child Nutrition Programs Web system (A multi-million dollar federally funded web application).

## EDUCATION

1994-1997                      UNLV                      *Las Vegas, NV*

### **FINE ARTS / GRAPHIC DESIGN**

## REFERENCES

References available upon request.