

Richard W. Slemaker IV

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STATEMENT

Denver-based designer seeking a role in usability, interactive and graphic design products. With a focus on positive user experiences, I work closely with clients and product managers to ensure quality deliverables are produced. 6+ years of remote work experience, 10+ years managing startup- to enterprise-level projects.

SKILLS

Native apps:

- › Photoshop
- › Illustrator
- › After Effects
- › InDesign
- › XD
- › Sketch
- › Miro
- › Axure
- › Balsamiq
- › Dreamweaver
- › Brackets
- › Premiere Pro
- › Final Cut Pro
- › Avid
- › Audacity
- › MS Office Suite
- › Mac & Windows

Web-based apps:

- › Figma
- › InVision
- › Ion Interactive
- › ActiveCampaign
- › VWO
- › Unbounce
- › Clicktale
- › HotJar
- › Pattern89
- › MailChimp
- › WordPress
- › Squarespace

Dev:

- › HTML
- › CSS (Bootstrap)
- › JS

AOE:

- › UI, UX, interactive, eCommerce & product design
- › Conversion rate optimization
- › Lead generation
- › User behavior, analyzation
- › Usability assessment, testing
- › Guerilla testing
- › Troubleshooting
- › Conceptualization
- › Wireframing, storyboarding
- › Graphic design, illustration
- › Branding & identity
- › Copywriting & storytelling
- › Project estimates, billing & budgeting
- › Reviewing, contracting talent
- › Quality-checking deliverables
- › Attention to detail

EXPERIENCE

Apr 2019 - Jan 2020 › Clicks and Clients, Denver, CO ›
Creative Lead (Director)

Key Responsibilities and Achievements:

- › Providing CRO, lead-gen, usability, product & graphic design solutions for clients as well as internal stakeholders
- › Managing the full project life-cycle from design, conceptualization & quotation to delivery
- › Providing organizational leadership, guidance, expertise & flexibility in a variety of marketing agency disciplines to manage client & company needs
- › Applying learned & developed processes to bridge the gap between clients' vision & the final product
- › Working in concert with internal & external design, management, legal & marketing teams to persue, craft & develop better creative strategies
- › Managing talent, workflow, deadlines, budgets, department billing, performance reviews & expectations
- › Successfully managing a diverse portfolio of projects leading to significant net lift, elevated brand profiles & increased profitability



**Mar 2012 - Nov 2018 ▶ Full Cup Creative (Remote) ▶
Creative Web Producer**

Key Responsibilities and Achievements:

- › Combining data analytics, innovative designs & rigorous optimization testing to deliver profitable, sustainable, high-performance interactive solutions
- › Working closely with various departments & stakeholders to bring projects, concepts, storyboards & prototypes to life
- › Increasing leads & maximizing conversions via effective, data-driven PPC, remarketing, display, eCommerce, SEO & buy-now campaigns
- › Producing relevant, engaging products, assets & copywriting that speaks to consumer bases, enhancing their experience with client brands, offers & services
- › Design, relevance & performance tracking of hundreds of unique products for high-profile clients including TruGreen, Terminix, American Home Shield & ADT boasting an average 40% lift year-over-year

**Jan 2012 - Apr 2012 ▶ Using Miles, Denver, CO ▶
UI / UX Designer (Contractor)**

Key Responsibilities and Achievements:

- › Creating low-cost marketing materials for clients & partners
- › Analyzing current UI features & developing effective, user-friendly improvements for public-facing website
- › Working as part of a team to conceptualize & develop bespoke UI/UX design strategies for company's rapidly growing user base
- › Producing high quality email marketing & UX solutions through visual & graphic designs, flow diagrams, storyboards & prototypes

**Aug 2011 - Feb 2012 ▶ Fortitude Skis, Arvada, CO ▶
Web & Graphic Design, Digital Illustration**

Key Responsibilities and Achievements:

- › Helping establish new web & graphic design shop from the ground up
- › Collaborating with industrial designers, engineers, manufacturers & sponsored pros to produce one-of-a-kind ski graphics, print ads, marketing concepts & industry publications across a variety of digital & print platforms
- › Overseeing successful marketing, digital & clout-driven events to raise brand awareness & influence
- › Managing key client relationships & displaying exceptional interpersonal skills to identify individual needs & propose credible design solutions in collaboration with industry partners & sponsored athletes

EDUCATION

**Sep 2008 - Dec 2011 ▶ The Art Institute of Colorado - Denver, CO ▶
BA: Web Design & Interactive Media (Magna)**

**Aug 2004 - Nov 2004 ▶ Defense Information School (DINFOS) - Ft. Meade, MD ▶
Certificate: Broadcast Journalism & Mass Communications**

References ▶ Available upon request

