

Chris Frees

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WORK EXPERIENCE

January 2023 - Present

CauseMic - Designer

- Created website designs for nonprofit and social impact organizations, prioritizing user-friendly interfaces and driving donor conversion.
- Provided strategic creative direction for fundraising campaigns, creating diverse design assets across multiple channels with a data-driven and iterative approach.
- Coordinated with web developers, copywriters, and nonprofit experts to determine recommended direction for our clients' campaigns.

March 2022 - January 2023

Freelance - Visual Designer

- Designed early mockups for a healthcare startup iOS app.
- Created marketing collateral for digital and print.
- Established design direction for multiple TV spots, guiding both visual design and overall direction.

May 2016 - March 2022

Graham Oleson - Designer

- Contributed to the design of marketing campaigns for 10+ clients.
- Led the design and front-end development of web experiences and landing pages.
- Maintained an extensive archive of client design assets, organizing over a decade's worth of files for access and use.

June 2016 - Dec 2017

Ambidextrous LTD - Product Designer

- Led the interface design on client and in-house digital products.
- Collaborated with a lead UX designer to create user flows, wireframes, and prototypes, conducting user research that informed design decisions and enhanced user experience.
- Participated in product strategy and developer hand-off.

September 2015 - February 2016

Current Media Group LLC - Designer

- Designed marketing campaigns for an e-commerce company.
- Maintained the front-end for multiple high-traffic websites, including troubleshooting and bug fixes.
- Assisted in A/B testing, utilizing data to inform and implement website improvements.

SKILLS & TOOLS

- Visual design, UX / UI, creative direction, asset production, HTML/CSS
- Figma, Photoshop, Illustrator, InDesign, HubSpot, Asana