

Chris Lochinski

UX VISUAL DESIGNER

www.Lock-Designs.com

EXPERIENCE

The Ohio State Bar Association

Digital Graphic Designer — August 2015-Current

I work as part of the Ohio State Bar Association's communications team. I manage multiple projects concurrently covering agile web design and UX, branding, marketing, print design, as well as email design and development. I currently drive the organization's efforts to improve the primary website's and web marketplace's user experience. My redesigns for all marketing materials for the OSBA's educational products resulted in an increase of 40% in web traffic to our web marketplace. My branding work and strategy for the OSBA's annual conference won the 2016 NABE Luminary Award for Excellence in Marketing.

Ariel Corporation

Multi-Media Graphic Designer — July 2012-August 2015

I was the primary UX designer to overhaul Ariel's web presence. I worked with an extremely talented team, we conducted ethnographic research with internal and external clients to discover pain points. I created wireframes and prototypes to assess workflows, and did extensive testing to improve overall user experience. Following the completion of the project, I was responsible for reinvigorating the Ariel brand standards which included all printed marketing materials, advertising, and tradeshow materials. Before my departure, I designed, tested, and built a usable prototype app for use by sales professionals at tradeshow events.

Lock Designs

Independent UX Visual Designer — 2007-Current

Collaborated with clients around the world on a wide range of projects including branding, print design, Interaction Design, and motion graphics. A focus on client satisfaction and nurturing mutually beneficial business relationships led to significant repeat business. I managed multiple contracts concurrently and ensured all projects finished ahead of deadlines.

Eastside Group

Primary Presentation Designer — 2010-2013

Partnered with a financial sector consultancy firm to produce engaging Powerpoint pitch books and fact sheets for hedge funds, investment groups, and high-wealth family funds. Materials were purposefully developed with client owned software resulting in more positive outcomes. The ongoing partnership has led to expanded opportunities with the firm's partners.

EXPERTISE

UX Design

- Visual Design
- Interaction Design
- Information Design
- Prototype Testing
- UX Strategy
- Customer Experience

Graphic Design

- Branding Specialist
- Commercial and Editorial
- Web and Email
- Presentation/Pitchbook

Video/Photography

- Motion Graphics
- Video Editing

Code

- HTML/CSS

TOOLS

Design

- Adobe Creative Cloud

Prototyping

- Powerpoint/Keynote
- Adobe DPS
- Sketch

Web CMS

- Wordpress

PROFESSIONAL

2016 NABE Luminary Award

Excellence in Marketing

2016 Brand New Conference

EDUCATION

The Ohio State University
Bachelor of Arts
June, 2007