Christopher Lackey

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Seeking a role with a design team in need of a UX/UI expert with long-honed skills across the creative and production process, with extensive knowledge in most interactive communication and data architecture methods.

IMPACT

Fidelity Investments
UI / UX / Information Architecture
After the launch of the new iOS & Android app, which included his redesign and expansion of the Markets and Research sections, app downloads and unique visitors increased 25-35% YoY.

Apptopia Insights
UX / UI / Branding
Over his four months developing new products, including the launch of app templates and analytics data, income grew 20% month to month for the startup.

Afternic
UX / UI / Branding
With the help of the strong, talented group of back-end developers at NameMedia, a new Afternic.com was designed and developed in less than a year, which was purchased by GoDaddy in an undisclosed figure in the tens of millions.

OffiSync
Web Design
An extensive design process ended in a strong web presence that resulted in the company being purchased by Google for an undisclosed figure in the millions.

Advanced Building Analysis
Web & Print Design Projects
Through 2 years as a client, the company grew over 300%.

Greenfield Environmental Trust Group
Web Design
Thanks to their new, strengthened web presence, they were able to expand their presence nationally, adding dozens of representatives to their internal company network.

Mayor Lisa Wong
Print Design
Produced a mailer which included very strong imagery and an impactful layout of data that is widely credited for pushing her well over the top for her political victory.

EXPERIENCE • OVER 10 YEARS

Fidelity Investments
UI/UX/Information Architect
- Lead many projects and developed concepts from design, crafting interactive prototypes for POC as well as testing, to speccing and communicating with developers through to completion.
- Designer of the Research and Markets sections of the mobile app for iOS & Android. This includes the new, streamlined Quick Quote functionality.
- Created the Apple TV app from concept through an aggressive, 30-day development schedule in order to launch day-and-date with the new hardware.
- Submitted and followed through to production of many concepts for new functionality additions as well as ways to make interactions more effortless and clear.
- Redesigned and built a better method for sharing designs internally across design and development teams, which would require far less maintenance and design resources.

GoDaddy
Senior Designer / Aftermarket Lead Designer
- Quickly became essential in the redesign efforts to overhaul how domains are managed, taking the lead on the wireframing, prototyping, and design.
- Lead the planning and design of the domain aftermarket overhaul, including the storefront and specialized tools for large portfolio holders.

Apptopia
Director of UI / UX & Equity Holder
- Helped develop a new cutting-edge app analytics product for the startup, from the planning stages through the final designs and builds.
- Planned, designed, and built an easy to use wizard with modern techniques utilizing CSS3 animations with advanced jQuery effects.

NameMedia
Lead Senior Font-End Designer/Developer
- Honed skills in large scale data management and accessibility on multiple projects, including the redesign and implementation of their internal domain valuation tools.
- Designed and built the new Afternic.com from planning, mapping, wireframing, and mocking up, through coding the entire front-end experience and working together with product managers, back-end developers, and QA through to completion.

Cold Spring Design
Lead Designer
- Developed skills while designing, building, and maintaining over 50 websites for medium-sized businesses in Central Massachusetts with short timelines & budgets.
- Worked directly with clients throughout large campaigns.
- Collaborated with other designers to create strong web presences.
- Assembled, designed, and delivered many multimedia presentations on effective web design, including one for the New England Business Expo.

Commareus
Lead Designer / Founding Partner
- Developed a strong skill base in strict, compliant XHTML, while pushing boundaries and sustaining compatibility with IE6.
- Strict timelines and budgets required strong code, so growth and maintenance would be simple, clean, and inexpensive.

Personal Study/Development
Freelance, Consulting, Teaching, and Non-Profit Work
- Keeping up with modern developments in web design and construction, including most recently the exciting advancements in the proper usage of HTML 5/CSS 3.
- Teaching a course on HTML & CSS at Emerson College in Boston for over 3 years.
- Devoted time to the betterment and growth of Massachusetts with graphic and web design through various causes.
- Growth in the design community, including an invitation to Dribbble.

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ETHOS

To make the daunting or seemingly inaccessible into an inviting and simple experience that empowers anyone with the ability to do the near impossible.

PROJECT EXPERIENCE

User Experience & Interface Design

- Plan
- Wireframe
- Design
- Interactive Prototyping
- Testing
- Build (HTML, CSS, JS)
- Assist and Communicate with Dev (iOS & Android)

Large Scale Information Architecture

- Making data easy to access through custom solutions.
- Passionate approach to making big data accessible.

Mobile App / Web App Design

- Implementation from experience in UI / UX design, and up to date with modern methodologies in mobile application design differences.
- Experience designing for phones, tablets, smart watches, and other connected devices.

Branding

- Specialty in updating outdated branding.
- Creating new, easily-recognized and unique branding solutions.
- Designing and implementing branding guidelines across multiple mediums

Print

- Implementing original or established branding across multiple formats.
- Designing pieces that are formatted for print and email distribution.
- Flyers, booklets, inserts, posters, as well as custom booth design with graphics.

SKILLS

- **Extremely effective prototyping** for on-device mobile and web, from proof of concept to live user testing.

- W3C-compliant, semantic, approachable **HTML 5 and CSS 3**.

- Advanced design skills in **Photoshop, Illustrator, and InDesign**.

- Years of experience in leading multiple teams through projects from initial concept through development, with **exceptional communication skills** with both designers and developers.

- Far ahead of the average front-end developer on **designing and building responsively for multiple devices**, thanks to starting when multitouch displays were first introduced in 2006.

- **Code from scratch**, or using **pre-built frameworks and modules**.

- Comfort with jQuery implementation to add to an interface's look and feel in effective ways.

- **Has a strong, effective workflow**, developed with a constant goal of being as effective as possible, **while maintaining the ability to be flexible** in order to work as a part of a team or an established operational flow.

- **Fast learner in new work environments and conditions,** with work flows from experience working in large corporations, as well as various on-site consulting work.

- Can effectively work as a **member of a team**, as well as singularly, or **in a leadership position**. All are comfortable environments.

- Developed a **network of resources** from experienced colleagues and friends in the field.

- Freelance consulting has improved projects for the web, print campaigns, as well as in mobile application design, **with a focus on strategy**.

- Strong history in **print design** with numerous large campaigns.

- Taught an Electronic Publishing course, and **now teaches an HTML & CSS course at Emerson College**.

- **Deep interest in maintaining a working knowledge of the current trends** in technology and design.