Chris Edmonds

Sr. Designer | UX Architect | Front-End Developer

706-442-0605 Hi@ChrisOfTheOutdoors.com

Portfolio: ChrisOfTheOutdoors.com

Skills & Tools:

Front-End Development: HTML, CSS, JavaScript
Back-End Development: Node.js, Express, Flask, MongoDB, nginx
Design Tools: Figma, Adobe Creative Suite, Sketch, and many more
Other: GitHub, UX Research, Usability Testing, Responsive Design, Accessibility (WCAG)

Work Experience

Head of Product, Design, & Experience

Havoc Response Training Group (HRT Group) / Havoc Labs - Charleston, SC
January 2025 to Present (Part-time Startup)

- Responsible for designing and developing all aspects of the brand, including:
  - All of the touch points for digital engagement, including website, social media, and ads.
  - Brand voice and communication style for educational products, training services, and sales materials.
  - Logo, color palette, brand elements, print and digital materials, and ebooks.
- Designed all products from the written concept stage, on to wireframes, through to the finished customer-facing product for physical and digital products.
- Developed the front end for the website using mainly html, css, and javascript.
- Designed all physical products from sketch to 3D Model, to 3D print prototype for testing.

Senior UX/UI Designer & Developer

Mortgage Center - (Remote) Charleston, SC
June 2022 to September 2024

- Designed and developed a new website from scratch to replace Mortgage Center's current site.
  - Developed all of the HTML, CSS, and Javascript for the new site.
  - Used the existing CMS features to create a React-like system for the individual pages, making the site 100% easier to maintain and update using the design system and components.
  - Design and prototyping completed using Figma
- Designed a new phone system call flow for users which saved the company $7000 in labor during the first month it was live, and the new system has continued to decrease labor costs over time. (Figma)
- Designed and developed an AI powered social media post making program using a web front end and a python/flask backend, a mongodb database, and Open-AI's GPT Model 3.5.
- Aligned 33 partner Credit Unions towards higher standards of design and experience for their users
- Lead Designers, Devops, and Marketing team members across partner companies to review and update websites and assets to match best practices for UX and advertising
- Designed, prototyped and developed assets for web and internal applications include developing and maintaining a design system for all front-end development work.
- Developed several Python applications that have saved weeks of time and manpower doing compliance checks.
- Lead user research and testing for all departments at the Mortgage Center and provided feedback to all of the departments for better customer service at every engagement point.

Head of Product & Design

Surv - (Remote Contract) Charleston, SC
February 2022 to June 2022

- Conceptualized, designed and prototyped 3 new products: a customer-facing web experience for 55+ year olds, a scheduling and control system for office staff, and a fully mobile tool for workers in the field
- Ensured full integration of the 3 new products upon completion
- Created new brand standards for the company with documentation for further production.

Creative Content Manager / Sr Design Supervisor

Eccotemp - Summerville, SC

September 2019 to February 2022

- Led a complete rebranding of the company from logo and colors to web, video, print, and packaging.
- Designed and worked as the lead developer and supervisor to the development team in creating a new ecommerce website for Eccotemp.
- Led a team of graphic designers and 3D artists to create print, digital, video, and interactive content
- Ensured a cohesive brand experience across all products and storefronts for customers
- Designed and developed a brand-new suite of apps to support Eccotemp's new smart home products
- Primary designer and UX researcher for the app
- Never missed a shipping schedule or target delivery date. Products launched on time, on budget, and functioned well for users across multiple phone operating systems

Producer / Editor / Animator / Designer

Innovalearn / Visual Plow - West Point, GA

July 2015 to February 2018

- Produced, operated cameras, and edited videos for key projects for Aflac, Synovus, Subway Restaurants, The National Infantry Museum, Uptown Columbus, Columbus Police Department and other e-learning projects.
- Communicated with clients to ensure project goals were met
- Developed learning material and market delivery strategies
- Conducted script writing and storyboarding
- Project-managed pre-production work to ensure smooth project flow
- Edited videos and mastered audio on every production
- Designed two websites for clients and an initial prototype for an app for Verizon Wireless.

Video Producer

High Attitude Video - Columbus, GA
August 2013 to December 2020

- Produced videos for advertising and education using a documentary style of filmmaking
- Acquired and worked with clients to ensure project goals were met
- Utilized the latest production equipment and post-production software to ensure high-quality videos
- Worked with clients such as RealTree Outdoors, Jake "The River Surfer" Kohler, Columbus Police Department, Columbus Historic Society, Uptown Columbus, and many more.

Additional Employment Experience Available Upon Request.

Education

Bachelor of Arts, Political Science: International Relations & Affairs

Georgia College & State University - Milledgeville, GA

Responsive Front-End Development Certification

FreeCodeCamp.org

Javascript Algorithms and Data Structures Certification

FreeCodeCamp.org