



## **W. Todd Chambers**

### **Creative Director, UX Strategist**

#### **Summary**

The Advertising industry has been my bread and butter for nearly 20 years. I am a Creative Director and UX strategist leading talented teams in the crafting of award winning digital products. I design websites that perform, develop email-marketing campaigns that deliver results and optimize online experiences that exceed goals. I consider myself blessed to work smack dab in the middle of one of the most exciting industries of our time championing great brands and collaborating with wicked-smart folks.

#### **Employment History**

##### **VP, Group Creative Director**

##### **BKV | November 2010 to Current**

Leading talented Art Directors, Designers, Copywriters and Front End Developers in the evaluation of clients' digital products to discover opportunities to boost user-experience, generate trust and make more sales. Overseeing development of storyboards, wireframes, interactive prototypes and presentation materials for key clients. Working closely with key stakeholders to build brand-based, marketing-centric, lead-generating creative deliverables including responsive websites, landing pages, ECRM programs and social media campaigns.

#### **Accomplishments**

- ✓ Worked closely with agency partners and business development teams to identify, pursue and win key digital contracts.
- ✓ Consulted closely with client stakeholders to imagine and map solutions and strategies that extend their brand and meet goals.
- ✓ Engaged new and existing clients to build partnerships designed to improve user experience within CMS, eCommerce and other digital landscapes.
- ✓ Architected and directed ECRM frameworks built to extend audience segmentation promote personalization and foster development efficiencies.
- ✓ Established and evangelized User Experience principles and work flows, recruited and trained UX designers and development staff.
- ✓ Performed extensive content and usability audits working with multi-channel teams focused on ground-up design of enterprise websites.
- ✓ Facilitated lean design sprints, discovery workshops, usability research and persona development for web design projects of varying size and scope.
- ✓ Created AUDIT<sup>sm</sup>: a proprietary heuristic website evaluation tool designed to reveal conversion optimization opportunities based on usability and accessibility best practices, coupled with proven direct marketing principles.

## **Interactive Art Director**

### **BKV | November 2005 to 2010**

Leading design teams in the conception planning and execution of visual collateral for integrated, cross-channel initiatives. Translating business objectives into creative solutions. Establishing and growing client relationships. Ensuring successful online representation of clients' brands, including conversion-centric website design, mobile marketing and social media campaigns. Establishing A/B and multivariate testing opportunities for clients' website, and email communications.

### **Accomplishments**

- ✓ Designed and directed the launch of digital products for fortune 500 companies.
- ✓ Spearheaded a team of UX designers and copywriters in the retooling of a comprehensive ECRM initiative for one of America's most recognized brands. Project included several lines of business, multiple stakeholders, and dozens of independent campaigns and encompassed hundreds of templates broadcasting to millions of inboxes monthly.
- ✓ Lead user-centered website redesign and CMS implementation combining 45 unique landing pages into a single ecosystem designed for ease of use, dynamic content capabilities and scalability.

## **Interactive Designer**

### **BKV | November 2000 to 2005**

Front-end design and development of HTML emails and webpages to generate effective solutions for clients' interactive marketing needs. Creating layouts, color studies, and mockups in adherence to client graphic standards and brand guidelines.

## **Skills, Tools and Disciplines**

Accessibility Design, Business Development, Competitive Analysis, Content Strategy, Conversion Optimization, Creative Direction, Direct Response Marketing, Email Design and Development, Email Marketing, Functional Requirements Gathering, Heuristic Evaluations, Information Architecture, Lead Generation, Lean UX, Mobile Marketing, Multivariate & A/B Testing, Persona Creation, Rapid Prototyping, Responsive Design, Style Guides, Usability Testing, User Experience Design, Wireframes.

## **Clients**

American Red Cross, Apartment Guide, Arby's, AT&T, Briggs & Stratton, Carhartt, Carter's, Community Foundation of Greater Atlanta, Dell, Delta TechOps, Equifax, Environmental Defense Fund, Fresh N' Fit, Habitat for Humanity, Invisible Fence, March of Dimes, PetSafe, Prison Fellowship, Realtree, The Home Depot, Tractor Supply Company, Wounded Warrior Project

## **Certification**

Certified Usability Analyst | Human Factors International, License 2010-2624

## **Education**

- Atlanta College of Art, Atlanta, GA – BFA
- East Tennessee State University, Johnson City, TN – Fine Arts Major

## **Contact Information**

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## **References**

Available on request