

Chadwick Dewey

www.chadwickdewey.com

Multi-Disciplinary Designer

UX Designer, Visual Designer, Motion Design, Industrial Design, and Branding

Hi there, I'm a designer with 6+ years of experience creating designs prioritizing user needs. I aim to use the latest technology to craft solutions that solve real-world problems and enhance users' overall experience. I work with technical teams, such as engineers and developers, on projects ranging from \$5,000 to \$750,000, where I research, ideate, conceptualize, and prototype. My design philosophy focuses on creating visually appealing, user-friendly designs promoting well-being. I was drawn to UX/UI design because it aligns with my passions: art, technology, design thinking, and human experience development.

Core Competencies Design Thinking, Material Design, Visual Design, UX Research, Typography, Animation, Information Architecture, High Fidelity Prototyping, Interaction Design, Customer Feedback Interpretation, Usability Testing, User Interface Design, Mobile Web, Motion Design, iOS / Android App Design, Website Design, Interface Design

Work Experience

Principal Product Designer | ALPHASHINE

April 2022 - March 2023 | Toronto, Ontario, Canada

- Designed and led a company-wide rebrand across all digital and physical platforms
- Conducted a 3-month-long User Research project with 400 survey respondents and 25 user interviews
- Designed and built a new website on Webflow, resulting in a 230% traffic increase, a reduced bounce rate of 36%, and a first-page Google search ranking
- Improved app navigation, user workflows, and visuals, leading to a significant increase in downloads and usage, and a 5-star rating on the App Store
- Hired and managed a content creator team.
- Ran 6 successful marketing campaigns on Instagram, Facebook, LinkedIn, and email marketing, resulting in a 620% increase in engagement, monthly growth ranging from 103-180%, and a maximum 26% increase in sales.

UX/UI & Graphic Designer | Upworks Freelancer

April 2020 - April 2022 | Remote

- Strengthened brand identity and website usability by improving visual identity and workflows
- Optimized web performance and improved copy, resulting in up to 35% increase in SEO rankings
- Created logos, graphic identities, and branding packages for clients
- Managed and created social media content, resulting in growth rates of up to 200%
- Designed packaging for various products, including cosmetics and food
- Freelanced as a graphic designer for various companies
- Designed visual identities and created website content
- Continued to be hired as a freelance designer by former employers such as Galtronics, Baylin, RDP, and Humber College after co-ops ended.

Head of Pre-Press & Design | BOOM Imaging

October 20 - September 2021 | Toronto, Ontario, Canada

- Boosted efficiency by 21% and eliminated errors through MeisterTask software and standardized proofing.
- Ensured file accuracy and adjusted designs based on customer feedback
- Produced 3D technical drawings and modified customer concepts for manufacturability.
- Designed seasonal retail displays and various graphical elements for clients' campaigns.

Software

Web Design

- Webflow
- Wix
- Elementor Pro
- WordPress

Prototyping

- Figma
- Adobe XD
- Protiope
- Maze
- Adobe XD

Visual Tools

- Illustrator
- Photoshop
- After Effects
- Rive
- Blender
- ProCreate
- Indesign

Organization

- ToDoist
- Notion
- Meister Task
- Calendly
- Slack
- Zoom
- Google Meets
- Miro
- Linear

Principle UX/UI Designer & Creative Director | Kynite Inc.

June 2020 - November 2022 | Toronto, Ontario, Canada

- Hired and managed a 4-person design team at Kynite as Art Director.
- Led the preparation for the alpha-testing and beta-testing phases of the product.
- Utilized standardized UX libraries and practices, including Google Material Design, to ensure a smooth user experience.
- Prepped the IOS and Android development design to optimize the product for all platforms.

Exhibition Designer Intern | Rick Davis Promotions

April 2019 - October 2019 | Etobicoke, Ontario, Canada

- Collaborated on Industrial Design and Interior Design components for multiple projects.
- Translated Interior Designers' work into detailed shop drawings in close partnership with the prototyping team.
- Led design efforts on The EX Race at the CNE, a \$40k project with over 120k spectators.
- Partnered with project managers and fabrication teams to ensure project vision accuracy during on-site execution.
- Design custom elements and graphics for the COVE lounge at TIFF 2019 and other similar projects.

For more in-depth details about my complete work experience and recommendations from former employers and colleagues, please visit my [Linkedin Page](#).

Education

UX/UI Design Certificate

Google Institute of Learning

November 2021 - February 2022

UX Design Certificate

California Institute of Art

May 2020 - September 2020

BA in Industrial Design

Humber Institute of Tech

September 2016 - April 2020

Academic Publications

ACCESS - Making Theme

Parks Accessible

Humber Library Repository - May 1, 2020

Award / Honours

ACCESS & INVERT - Thesis | Humber College
Thesis Award

- Innovation in Design - **2nd Place**
- Design Excellence - **HM**
- Best CAD Design Award - **HM**

ARROW a LIDAR Self-driving shuttle (*Group Project*)

- **4th Place** Design Award
- **1st Place** Design Innovation Award

ZUS Delivery Truck Design - **2nd Place**
Design Award

CAD Design Competition | Humber College

- **1st Place** CAD Award - 2018
- **2nd Place** CAD Award - 2019

FORO Chair Design (*Group Project*) | Humber
Furniture Design Competition

- **3rd Place** Design Excellence
- **People's Choice**

Please don't hesitate to reach out!

Portfolio: www.chadwickdewey.com