PHIL DECKARD

UX/UI DESIGNER | VISUAL DESIGNER

P : (818) 458 1469
E : phil@phildeckard.com
W : www.phildeckard.com
L : linkedin.com/in/phildeckard

SKILLS

DESIGN
Visual Design Principles
Graphic Design
Interaction Design
Responsive Design
Motion Design

UX METHODS
Generative & Evaluative User Research
Competitive Analysis
Sketching
Wireframing
Preference Testing
Persona Creation
User Interviews
User Flows & Journey Maps
Information Architecture
Interactive Prototyping
Usability Testing

TOOLS

ADOBE CREATIVE CLOUD
Adobe XD
Photoshop
Illustrator
After Effects
InDesign
Premiere

UX/UI
XD
Figma
Sketch
InVision
Marvel
Principle
Balsamiq

EDUCATION

Certification in UX | UI Design
Career Foundry • 2019

Full Stack Web Development
HTML5, CSS3, JavaScript • (In Progress)

PROFILE

Proactive and detailed UX/UI - Visual Designer with over 20 years of experience in digital product design, graphic design, branding and identity, and motion graphics. I'm a passionate believer in pragmatic design solutions to solve real-world problems and create products and experiences that people love.

EXPERIENCE

UX/UI Designer | Visual Designer | Product Designer
Freelance | West Los Angeles, CA | 08/2018 - Present

- Responsible for designing and guiding all project direction and content.
- Conceptualize, develop, and execute product design concepts and strong brands that align strategy and visual identity.
- Produce motion graphics, logo animations, and digital visual effects for theatrical stage backgrounds and social media.

UX/UI Designer | Visual Designer
Sachs Marketing Group | Westlake Village, CA | 06/2020 - 02/2022

- Lead the implementation and adherence to brand design processes, guidelines and methodologies.
- Responsible for user flows, wireframes, mockups, interactions, prototypes, and design specs to handoff to developers.
- Improved User Experience by creating engaging content while adhering to visual design principals, SEO, and CRO Best Practices.
- Created logos, illustrations, graphics, and custom iconography based on client needs.
- Collaborated with social media marketing team to design and create visual content for both email and social media.

e-Publishing Coordinator | Sr. e-Book Author
Deluxe Entertainment | Burbank, CA | 05/2015 - 07/2018

- Developed training materials for international affiliates, resulting in an 80%+ increase in e-publishing programming efficiency.
- Authored iBook, Kindle, Nook, and Comixology e-Books for DC Comics, including interactive MAD Magazine e-magazines.
- Programmed interactive digital e-magazines for Wine Enthusiast, Weight Watchers, and Budget Travel magazines, incorporating interactive table of contents, hyperlinks, and embedded video.

DVD - Blu-Ray Menu Designer | Design Dept. Lead | Sr. DVD Author
GDMX - Warner Bros. | Los Angeles, CA | 08/1999 - 05/2015

- Provided creative vision and concept design for DVD and Blu-Ray menus for Warner Bros Television, WHV Italy, WHV Japan and BBC ONE.
- Collaborated on design, interactivity and user experience functionality for Evangeline Lilly's highly acclaimed e-book, "The Squickerwonkers."
- Played a key role in company re-branding, including designing company letterhead, business cards and merchandise.