



CHRIS HERTZ

UX DESIGNER

CONTACT

717 479 3777

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Hanover PA

PRO SKILLS

ADOBE INDESIGN

PHOTOSHOP

ILLUSTRATOR

AFTER EFFECTS

XD CC

SKETCH UX

INVISION

WORDPRESS

EXPERTISE

ART DIRECTION

BRAND DEVELOPMENT

COLLATERAL

DIGITAL MARKETING

DIGITAL DESIGN

GRAPHIC DESIGN

LAYOUT

PROJECT MANAGEMENT

UX DESIGN

EXPERIENCE

UX Designer (8/2019 - Present)

Element Fleet Management – Hunt Valley, MD

Key Accomplishments:

- Support User Experience Design Efforts across Technology Projects
- Work closely with product and project leads, cross-functional leaders from across the business, and IT to develop engaging, modern, and intuitive fleet management tools providing a seamless end-user experience for clients, drivers and suppliers
- Created and implemented design system for enterprise platforms. This creates consistent patterns and useable development components
- Develop and implement best practices for iterative design, feedback and usability testing
- Support development of site/journey maps for related end-user technology tools
- Perform market and client focused research
- Understand and support research of key user personas and primary use cases across all client, driver and supplier technology tools

Senior Designer (7/2016 - 8/2019)

Element Fleet Management – Hunt Valley, MD

Project-manage numerous important company-wide branding and marketing initiatives. Regularly support and contribute to all marketing related design activities, pitching event themes and designs, conceptual work to production and vendor sourcing with a budget in mind. Manage and provide art direction to freelance designers and intern. Closely collaborate with external agency on various on-going projects.

Key Accomplishments:

- Advanced company culture and created a synergy among the 12 facilities through the design and implementation of a "Purpose Wall", an interactive wall that replays a video that demonstrates the value of the brand to customers and employees.
- Promoted the company's value through the introduction of a digital kiosk solution for prospective clients visiting HQ and other locations which eliminated all print costs associated with these visits.
- Streamlined and simplified the content management system through the execution of a cloud-based content system for the company's digital signage allowing for access to all US and Canadian offices combined with creating consistent digital presence for all customers and prospects.
- Increased overall prospect and social engagement by expanding and incorporating GIFS and cinemagraphs to the organization's social channels.
- Saved the company thousands of dollars by proactively learning enhanced video skill set to maintain video projects in-house. All videos were scalable videos and able to be used across several digital platforms.
- Collaborated with Senior Management to standardize the global brand guidelines and consolidate their needs and wants.

CHRIS HERTZ

UX DESIGNER

MEMBERSHIP

The Interaction Design Foundation -
(License #29589)

AWARD

**Honorable Mention for design
and content (2012/2013)**

Sustainability/CSR Report
PRNewsonline

COMMUNITY OUTREACH

Lions Club International
(2012 - Present)

President - 2014

Tryvent Annual Event (2015)

Created a website and developed and delivered creative solutions in close partnership with a large project team

Open World Learning (2012 - 2015)

Provided specialized design expertise and production materials for key fundraising events and promotions.

EXPERIENCE

Designer (5/2008 - 7/2016)

IHS Markit - Washington, DC

Oversaw and drove all creative design and visual look and feel of content and any associated materials in print and electronic formats. Ensured design images and graphics met corporate guidelines and aligned with marketing brand strategies. Consistently utilized color, themes, images, logos, fonts, and other components to create visual representations of concepts to support text. Diligently sourced images and illustrations to be used in various materials.

Key Accomplishments:

- Integral to the conversion of new leads and \$100K in new pipeline sales through outstanding art direction leadership of 20+ global conferences in the Energy, Automotive, and Chemical Industries.
- Finalist in the PR News CSR awards based on the creation and implementation of IHS Inaugural Corporate Sustainability Report in 2014
- Achieved necessary and expected results by leading and motivating peers and junior designers to design high caliber deliverables.

ADDITIONAL WORK HISTORY

Designer (1/2007 - 5/2008)

KMI Media Group - Rockville, MD

Designed three monthly publications, Special Ops Technology, Military Logistics Forum, and Military Training Technology.

Designer (1/2006 - 1/2007)

Clipper Magazine - Mountville, PA

Held accountable for logo recreation, ad layout, the setup of master pages, and preparing files for print.

EDUCATION

Certificate In UX Design - (Currently Attending)

University of San Deigo Extension

Foundation Degree in Digital Marketing - (2016)

Shaw Academy - Virtual

Photography - (2008)

Art League School - Alexandria, VA

**Associates Degree in Specialized Technology and
Graphic Design - (2008)**

Brightwood Career Institute - Harrisburg, PA