

Wade Fasano

Designer

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🐦 @Doubleyew

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Creative thinker who designs with a bias toward usability and simplicity. Passionate about finding the right solutions for problems no matter the medium. My skills range from visual & UX design to designing graphics for large format printing & tradeshow with tens of thousands of visitors. I'm fascinated with technology and helping users understand how something works and improving products.

✂ Skills / Software

- Photoshop
- Illustrator
- InDesign
- Axure RP
- Sketch
- HTML/CSS/LESS
- Responsive Design (Bootstrap)
- Wordpress
- Studio/Product Photography
- Tradeshow Design

👜 Experience

Icom America Inc.
Designer, Aug 2014 - Present

Wireframe and sketch out projects to optimize website features.

Develop strategy for product launch and new website functions.

Develop UX research strategy and plans for new site updates.

Use qualitative and quantitative measurements to advance design decisions including user metrics and interviews; Provide insight and strategy based on user behaviors.

Create prototypes for new design and conduct usability studies.

Lead transition from Absolute Newsletter to MailChimp email platform for marketing newsletters.

Design and develop an internal and external company blog using Wordpress and Bootstrap.

Create and design ad campaigns for print magazines, retail displays, tradeshow booths, and websites.

Direct company photography activities including studio management, product shoots, and events.

Spearheaded social media creation, strategy, and marketing campaigns.

Manage and monitor all social media and blog activity as well as act as customer support for social media platforms.

Create training materials and instructional presentations for social media platforms and teach internal teams about company social media campaigns and guidelines.

Education

School of Visual Concepts
UX Design Certificate, 2017

University of Nevada, Las Vegas
B.A. in Art, 2010

Personal interests

- Technology
- Outdoor adventures
- Volleyball
- Traveling
- Motorcycles

Bear Group Designer, May 2016-Current (contract)

Worked with marketing to develop Bear Ideas blog theme based on company style.

Developed ad creative for social platforms and web ads.

Designed company capabilities keynote presentation for potential leads

Designed company collateral materials (business cards, letterhead, postcards)

Grist.org Designer, Nov 2011-Apr 2014 Designer & Photo Editor (contract), Nov 2010-Nov 2011 Web Design Intern, Aug 2010-Nov 2010

Redesigned static site to a responsive framework with my role as a mix between UX and visual designer and a team collaboration on interaction elements.

A/B tested new email and website features and made adjustments to design work based on performance analytics.

Redesigned email newsletters to include automated dynamic content based on user behavior.

Managed digital asset file structure and updated styleguides needed while keeping within brand guidelines.

Retouched, edited, manipulated and optimized images for projects on a company-wide scale including editorial, marketing, business development, fundraising, and technology.

Created in-house web ads for business development, social media and marketing.

Provided photography support for special events as well as editorial features when needed.