



## Caleb Chesnut

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Saint Louis, MO

My passion is working with mission driven teams to create products and experiences that truly serve the world. As a former product designer responsible for leading projects from the ideation stage through to deployment, I have developed a collaborative process that allows for detail and innovation. Work samples available upon request.

### *Work Experience*

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#### **SafeTrek**

Saint Louis, MO

##### DESIGN MANAGER

- Introduce and lead Google Sprints around business objectives and customer needs.
- Manage and organize a design process that allowed for changing metrics and objectives in a fast-passed agile environment.
- Gather and combine insights from customer research, business development, and technology to create data driven product road maps and customer experiences.

#### **Answers.com**

Saint Louis, MO

##### PRODUCT DESIGN LEAD

- Lead product design process for in-house applications that generate over 1M visits a day. Work with project manager and development team to create customer first digital experiences.
- Create and lead brand direction and implement brand assets (logo, color, type, images) for in-house brands.

#### **Integrity Consulting**

Saint Louis, MO

##### DESIGN LEAD

- Direct and manage design centric projects. Work with client to create project goals and timeline while organize team members to stay in budget.
- Collaborate directly with clients to guide them through the design process. Provide direction to clients' in-house team on design implementation.
- Create responsive mobile first designs that utilize the latest front-end technology

## **Brand New Ship**

Cleveland, OH

### COFOUNDER

- Responsible for identifying and developing business and user needs and creating a brand strategy that could be applied to marketing collateral as well as application UI.
- Develop product strategy and road map for clients to quickly develop beta applications
- Build out and implement UI designs in latest front-end technologies.

## **Tackk**

Cleveland, OH

### PRODUCT DESIGNER

- Worked directly with founders to develop a fast-passed, iterative design/development lifecycle for new product features.
- Track and iterate design based on email marketing and social media campaigns.

## *Education*

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- Self-directed user experience and product design with a foundation in graphic design from Full Sail University

## *Skills*

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- Deep understanding of tech startup lifecycle and processes.
- Lead a user-centered design process through research and discovery, personas and stories, wireframes, visual design, prototyping and front-end development.
- Expert knowledge of modern design tools: Sketch, Invision, Framer
- Working knowledge of modern front-end development technologies: HTML5, CSS3, SCSS, Javascript, Gulp, NodeJS, React