Hello, my name is

Chris Feldmann

and I'm an Experience Designer.

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Profile

Specialization

I'm an Experience Designer with a passion for taking a holistic approach to product design. I'm an advocate for accessibility/inclusive design practices and I'm dedicated to utilizing user-centered design principles to design impactful product ecosystems that can influence and improve people's lives. I enjoy designing digital experiences, but also experiences that are in harmony with physical experiences and intangible moments as well.

Primary tools

Sketch, Figma, Axure, Adobe Creative Suite, Voice of the Consumer metrics & user experience activities such as storyboards, wireframes, prototypes, user journey maps, conceptual models, site maps, interaction flows, creating design patterns, UI specifications, taxonomies, metadata frameworks and usability testing

Secondary Tools

HTML/CSS, Unity3d, ZBrush, Blender, Autodesk 3DS Max, Flurry, Balsamiq, UXpin & Autodesk Sketchbook pro

Working knowledge

Javascript, Omniture & Adobe Analytics

Experience

Humana

Senior UX Designer/Go365 UX Team Lead | January 2018–Present

I am the User Experience (UX) Team Lead for Go365, Humana's wellness and rewards program, supporting three lines of business for both native app and responsive web experiences.

Responsibilities include:

- Providing UX Strategy for upstream product functionality while continually encouraging a collaborative relationship with business stakeholders and partnering with them to establish product strategy that is user-centered

- Continually striving to improve our product— resulting in year-over-year increased adoption and usage of Go365 and improved Voice of the Consumer scores

- Partnering with a UX researcher to establish research strategy/timelines

- Creating early stage strategy deliverables (customer journey maps, etc.) and prototypes to be used as research stimuli as well as communicating design ideas

- Handing off UX Strategy documentation and deliverables to the rest of the UX team once upstream work has been prioritized and placed within the UX product roadmap

- Overseeing other UX designers/UX design process for roadmap work as the work progresses

- Maintaining an active role in establishing design standards and accessibility best practices within the organization

Humana

Interaction Designer | February 2017–January 2018

I employed user-centered design principles to advocate for Go365 members.

Responsibilities include:

- Creation of user flows, wireframes and interactive prototypes for Go365 responsive web and mobile experiences

- Collaborate with business stakeholders to ensure design offerings meet key performance indicators and business goals

- Advocating for accessibility and inclusive design practices

The Courier-Journal

Digital Product Designer | October 2012–February 2017

I worked within every phase of the digital product life-cycle for interactive content and data visualization news pieces.

Responsibilities include:

- Design, research and asset creation for responsive web projects

- Creating 2d/3d animated digital content for online news stories, features and social media

- Creating broadcast and promotional motion graphics content

PriceWeber

Digital Designer | January 2011–October 2012

I created exciting 2d/3d product visualization and promotional materials for local and national clients.

Responsibilities include:

- Creating 2d/3d product visualization animation

- 3d design visualization of interior convention spaces

- Creating broadcast and promotional motion graphics content

- Creating interactive advertisement products (Flash banners)

- Responsive web design

Clients include:

The Hershey Company, Cummins, Meritor Inc., Valvoline, Early Times and Brown-Forman Beverages

The University of Cincinnati
Adjunct Instructor | August–December 2010
Motion Design Adjunct Instructor for the University of Cincinnati's College of Design, Architecture, Art and Planning. Class model of lecture and student critique with emphasis on storytelling and audience experience.

University of Cincinnati Simulation Center
Digital Designer | March 2009–December 2010
I worked for Procter and Gamble (P&G) creating modeling and visualization products for P&G's upstream product lines.

Responsibilities include:

- Creation of 2d/3d animation visualizations with a focus on human factors and usability to be used as stimuli for consumer analysis and testing

P&G brands include:

Tide, Pantene, Olay, Covergirl, Bounce, Sinex, Vicks and Glad

Education

University of Cincinnati
College of Design, Architecture, Art and Planning (DAAP)
Earned a Bachelor's of Science in Design

UC Cooperative Education work experience
Digital Designer | One year total experience over four quarters
I created high end 3d visualization products while at Macy's Inc. and Kinetic Vision. I pioneered Kinetic Vision's workflow to include digital interactivity embedded within physical products.

Clients include:

Macy's Inc., Oral B, Crest, Ethicon, Router Boss and Puget Sound Energy