

# PHIL DECKARD

UX/UI DESIGNER | VISUAL DESIGNER

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## SKILLS

### DESIGN

Visual Design Principles  
Graphic Design  
Interaction Design  
Wireframing  
Sketching  
User Personas  
Interactive Prototypes  
Motion Design

### UX METHODS

Competitive Analysis  
Generative & Evaluative User Research  
Preference Testing  
User Interviews  
User Flows & Journey Maps  
Information Architecture  
Usability Testing

## TOOLS

### ADOBE CREATIVE CLOUD

Adobe XD  
Photoshop  
Illustrator  
After Effects  
InDesign  
Premiere

### UX/UI

XD  
Sketch  
InVision  
Flinto  
Marvel  
Principal  
Balsamiq

### MICROSOFT OFFICE SUITE

Outlook  
Word  
Excel

## EDUCATION

### Certification in UX | UI Design

Career Foundry • 2019

## PROFILE

Proactive and detailed UX/UI - Visual Designer with over 15 years of experience in interface design. I'm a passionate believer in the power of human-centered design, and I believe in pragmatic design solutions to solve real-world problems and create products and experiences that people love.

## EXPERIENCE

### Product Designer | Motion Graphic Designer

Freelance | 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.
- Create graphic design elements for websites and print materials: logos, brochures, banners, and cards.
- Produce motion graphics, logo animations, and digital visual effects for theatrical stage backgrounds and commercial advertisements.

### DVD Author | e-Book Author | e-Publishing Coordinator

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.
- Created flowable ePubs for Dynamite Entertainment, including Ernest Tidyman's famed novel, "Shaft."

### DVD - Blu-Ray Menu Designer | Design Dept. Lead | Sr. DVD Author

GDMX - Warner Bros. | Los Angeles, CA | 08/1999 - 05/2015

- Authored over 4000 DVD and HD-DVD Tiles for Warner Home Video, FOX and MGM Home Entertainment.
- Provided creative vision and concept design for DVD and Blu-Ray static and motion 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."
- Created interactive "WBReady" e-pub for Warner Bros. Business Continuity Planning Dept, allowing the ability to access up to date Status of Operations, Travel Assistance Services, WBalerts and Emergency Preparedness Tips.
- Designed and created interactive digital "Flip My Food with Chef Jeff" cookbook for award-winning chef and bestselling author, Jeff Henderson.
- Played a key role in company re-branding, including designing company letterhead, business cards and merchandise.