

# CHAD DANT

Product Designer  
& Illustrator

[chaddant.com](http://chaddant.com)

[chad@chaddant.com](mailto:chad@chaddant.com)

386.299.0329

## SKILLS

Product design, UX and UI Design, Design Systems, Component design, User research, User centered design, Design thinking, Interaction design, Prototyping, Strategy

## TOOLS

Figma, Sketch, InVision, Adobe Illustrator, AdobePhotoshop, Keynote, PowerPoint, Word, Excel, HTML, CSS & Design Tokens.

## RELATED EXPERIENCE

### Sr. Product Designer

Jan 2022 - Jan 2024

#### Angel Studios

Led product design for an entertainment streaming startup by delivering user-centered UX, leading in design-first thinking, and creating a holistic experience across web, mobile, and TV apps.

- Created a new mobile experience that improved the discoverability of new streaming content by 52%
- Redesigned a payment feature, which relieved user confusion by 84% and solved functional, scalable, and accessible needs
- Built and delivered a design system that accelerated the design, consistency, and development of web, mobile, and TV experiences

### Sr. UX Designer, Design Systems

Aug 2017 - Jan 2022

#### Lifion by ADP

Guided ADPs Next-Generation HR platform towards an elegant, scalable, and powerful user experience. Refactored design system principles, components, and patterns for a growing team of 35+ designers.

- Led the visual redesign of the design system foundations and interfaces, which established new UX standards for ADP
- Created and launched a holistic design vision that unified ADP's global product ecosystem and provided guidance and inspiration for designers across the global organization
- Launched a brand new illustration library and system that humanizes user experiences and plays a key role in marketing ADP's Next Generation products

### Sr. UX Designer

Sep 2015 - Aug 2017

#### SS&C Advent

Solved complex feature enhancements and major new design initiatives within the Black Diamond Wealth Management Platform.

- Spearheaded the design and development of the product style guide and component library, which shaped the direction of product design across desktop and mobile devices
- Redesigned the application navigation, achieving a more simple, intuitive, and scalable experience
- Launched a product landing site that unified product and marketing experiences, leading to improved customer satisfaction

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## RELATED EXPERIENCE (CONT'D)

### UI/UX Designer

Dec 2012 - Sep 2015

#### Web.com

Shipped major feature enhancements and new design initiatives for a suite of web-based applications.

- Designed and launched a modern webmail experience that replaced an outdated and broken application containing over 10,000 users
- Redesigned an account management system that integrates multiple legacy platforms into the first mobile-friendly account manager offered by the company

### Concept UI Artist

Mar 2012 - Dec 2012

#### Machine Zone Games

Discovered design alternatives for user interface art, typography, iconography, and various brand styles.

- Created core interfaces for the top-grossing game title, "Game of War: Fire Age"
- Designed a variety of ads for the "Race Or Die 2" launch campaign, claiming #5 "Top Free" within the iTunes App Store

## EDUCATION

### Ringling College of Art & Design

Aug 1999 - May 2003

Bachelors of Fine Arts, Specialization in Illustration

Member of F.E.W.S. (Figure Enhancement With Students) Organization