



Chris Nappi

I am a visual designer with 7 years of pro digital and UX experience. I graduated Arcadia University in 2010 with a BFA in graphic design.

★ CONTACT ★

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★ POWERS ★

- Sketch
●●●●●○
- Wireframing
●●●●○○
- Prototyping
●●●●○○
- Illustrator
●●●●●●
- Photoshop
●●●●●●
- InDesign
●●●●○○
- Premiere
●●●○○○
- After Effects
●●●○○○

★ WISDOM ★

SapientRazorfish

Visual UX designer, 2017—present

I have spent the past year working for a massive international creative agency on a project aimed at redesigning and re-architecting the website for Comcast's B2B industry. In my time here, I have cultivated a more sophisticated understanding of modern and effective user experience practices. Working with the UX team, I have been deeply engaged in all aspects of UX, including grey boxing, wireframing, designing, redlining, user flows, prototyping, on-boarding with developers, and QAing. I have also been immersed in the creation and implementation of a new branding complete with style guide to keep the experience consistent and user friendly.

Freelance

Graphic and digital designer, 2010—present

Over the years, I've garnered of a wide range of contracted positions through creative agencies, with assignments ranging from in-house or marketing agency tasks encompassing website/UI/UX design, branding/identity development, email/social media campaigns and infographics. I worked for many well known organizations including Pet360, Harte Hanks, DataArts, Alphabroder, Cigna, BLTarchitects, Finelife Media, Spark Creative and HP. Working as a contracted designer has forced me to adapt to various fast-paced environments, all with uniquely diverse strategies, techniques, and communication methods, allowing me to expand my boundaries and evolve my comfort zone and learning curve.

Feminist Apparel

Creative director/many hats-wearer, 2013—2016

In 2013, I was approached by a friend to help establish a feminist and human equality based eCommerce start-up. I worked part time for 2 years before leaving Five Below to work full time in 2015. I operated in all departments of the business including production, marketing, website user experience design/maintenance, and customer service. Eventually my focus shifted toward creative content development and UX management. I created all physical and digital graphic assets for products, promotions, ads, social media, and web content, including packaging, inserts, handouts, emails and social posts. I gained an understanding of operating a fast-growing start-up from a business and marketing perspective.

Five Below

Digital Content Developer, 2014—2015

At first, I designed email and web based promotions, ad campaigns and social posts. Eventually I created all digital content, including numerous seasonal stop-motion video promotions that amassed millions of views across social media. I grew to understand the teamwork and grind involved in operating within the marketing department of one of the fastest growing retail companies in the nation, enabling them to expand into eCommerce.

★ ENDORSEMENTS ★

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