

# Chris Modica

An accomplished and talented UX/UI Design professional with 20+ years of agency and independent experience. A comprehensive background in leadership, interactive art direction, UX/UI design, SEO strategy, animation, audio and video editing.

## EXPERIENCE

### Self-Employed, St. Louis Area — UX/UI Design Contractor

OCTOBER 2018 - PRESENT

- Performs website design, UX/UI design, SEO implementation, and CSS changes.
- Distills complex data into easily-understood interactions.
- Experience with various CRMs, integrating e-commerce workflows, payment platforms, and scheduling tools.
- Creates thumbnails, UX/UI wireframing, user-flows, and iterative rapid prototyping.

### Ansira Engagement Marketing, St. Louis — UX/UI Designer/Developer

JUNE 2012 - OCTOBER 2018

- Conducted UX/UI analysis of Fortune 500 client websites for Brand Standards, SEO, and responsive viewing compliance.
- Redesigned UI and implemented CSS changes to improve page architecture, usability, and mobile responsiveness.
- 'Agency on Demand' program: Performed all design, development, SEO strategy, and maintenance of 50 concurrent, individually-hosted WordPress websites.
- Developed program guidelines, client and agency documentation, and supervised contract developers. Resulted in a measurable increase in engagement and franchise sales, and vastly improved Eastman brand reach and recognition.
- Supported client franchisees via Ansira's custom internal CRM tool.
- Designed and developed custom banner advertising assets.
- Built and tested custom HTML emails for our CRM tool.

### Self-Employed, St. Louis Area — Flash Animator, E-Learning

MARCH 2009 - JUNE 2012

- Worked as a contract Flash Developer and Art Director with an emphasis in e-learning.
- Designed and developed SCORM-compliant tutorials and animated interactive content for HP Computers, Anheuser-Busch, Maritz and others.
- Programmed game logic and controls, programmed animations, and incorporated live XML-encoded data.

### Momentum Worldwide (formerly The Waylon Co.), St. Louis — Art Director

AUGUST 1997 - MARCH 2009

- Began my tenure as a digital print production artist and quickly progressed to high-fidelity photo compositing/retouching and color-correcting.
- Involved in building the first local in-agency Interactive Design/Development department. After two years, our new department was responsible for 10-15% of total agency revenue.
- Served as Interactive Flash Developer and Art Director, responding to RFPs, estimating development budgets and timelines, and working with client contacts to set program details.

St. Louis, MO

[chris@chrismodica.com](mailto:chris@chrismodica.com)

[linkedin.com/in/chrismodica](https://www.linkedin.com/in/chrismodica)

## SKILLS

UX/UI Design

Responsive Design

Concepting

Branding and Promotion

User-Centered Design

HTML/CSS

Wireframing

SEO Implementation

Video/Audio Editing

Interdisciplinary  
Collaboration

E-Learning/SCORM

E-commerce

Writing

## SOFTWARE

Adobe Creative Suite -  
*Photoshop, Illustrator,  
Premiere, Audition,  
InDesign*

Balsamiq & Figma

Brackets HTML Editor

HubSpot CRM

Wordpress, Squarespace,  
WIX CMS

StreamYard Video  
Streaming

## QUALITIES

Leader/Mentor

Analytical/Accurate

Exemplary  
Communicator

Detail-Oriented

Organized

## EDUCATION

### **St. Louis Community College at Meramec, St. Louis — Associate's Degree in Applied Science - Visual Communication**

SEPT 1995 - MAY 1997

Graduated with 4.0 GPA. Hired before graduation by my Graphic Design 2 instructor as a production artist in her newly-established local agency.

## OTHER PROJECTS

### **Tutor - ACT Preparation, English and Reading — Compass Academics**

SEPT 2021 - PRESENT

I love language and learning, so I am a part-time tutor for high school Juniors and Seniors, helping them prepare for their ACT testing experiences. I follow the curriculum developed by Dr. Warfield, partnering with a Math & Science Tutor for a six-week program. With our repeated testing, review, and test-taking tips, Compass Academics has demonstrated an AVERAGE 5-point increase in students' composite ACT score over the nearly 4 years of the program's existence.

### **Professional Prop, Prototype, and Model Maker — American Model Builders**

SEPT 1990 - MAY 1996

Built Architectural, Engineering, and Prototype models for various clients in the St. Louis region. Expert at reading and interpreting architectural or engineering blueprints for complex, high-precision, purpose-built models of manufacturing facilities or developments.

Experience carving precise topographical maps for highway projects and crime/accident scenes. Expert in crafting from various materials such as acrylic, ABS, aluminum, brass, wood, plaster, and high density foam.

Some methods employed include sculpting, vacuum-forming, silicone mold making, urethane casting, spin casting, operating an end mill and lathe, 3D Pantograph, custom topological map mill. Furniture construction, wood stain or laminate finishing for large custom display bases, and shipping crate construction.