



CHASE TALON DUNLOP

SKILLS SUMMARY

I'm a director level design lead offering a 22+ year record accountable for all things product, brand and marketing.

From research, concept, execution and delivery, I passionately direct, lead, strategize, mentor, design, produce and get my hands dirty right along with my team. I am extremely flexible and have effectively lead teams throughout rapidly shifting deadlines and direction changes.

EDUCATION

BFA Visual Communications
The Illinois Institute of Art - Chicago

PROGRAMS

- + Photoshop, Illustrator
- + Indesign, Quark Express
- + Acrobat
- + Sketch
- + Principle
- + InVision, Zeplin, Mural
- + Keynote
- + Microsoft Office

INTERESTS/HOBBIES

Brazilian Jiu Jitsu, Boxing, Mentoring, Meditation, Spy Novels, Whiskey, Cigars, Grilling, SUP/Kayak

CONTACT

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EXPERIENCE

UX Product Designer

HCSC - BLUE CROSS BLUE SHIELD // MARCH '19 - CURRENT

Responsible for leading design efforts based out of principle, practice, and research that promotes the betterment of the user experience; managing the expectations of your stakeholders, product team and designers; and identifying opportunities and providing direction to the wider team.

- + Design Lead - Mobile App - Current and 2.0 (2023 launch)
- + Design Lead - Help Me Choose - Medicare
- + Design Lead - Retail Shopping Cart
- + Design Lead - Lumity Challenge (community outreach)
- + Design Lead and Support - Find Care - Boeing, Advanced Exploration and Rx History
- + Design Lead and Support - Core Competency Bi-Weekly Activity Training

Creative Lead

SWANSON HEALTH // OCTOBER '17 - MARCH '19

- + Rose from a part-time contractor to full-time Creative Lead guiding a team of seven. Responsibilities include creating integrated marketing communications on the conception, development, and execution of all digital directives; including web, email, paid, affiliate, social, Amazon Marketing and print, driving online sales of over 26K products.
- + Contributed to the development of a newly founded creative department; including communication process improvements between channel heads and the creative department, the hiring and on-boarding of contractors/new hires and the mentorship of junior creatives, which resulted in tripling production over the previous year.
- + Concepted, directed, produced and launched the new Pure Science Herbal product series campaign, leveraging unique consumer insights and exceeding sales forecast by a maximum of 215% and new customer acquisition by 14%.

Associate Creative Director

JACOBS & CLEVENGER // JUNE '16 - JULY '17

- + Brought on to develop and implement creative solutions alongside the Chief Creative Officer in the rebrand and evolution of the agency.
- + Produced strategic vision and execution of Jack Henry marketing campaign (Print, Video, transaction growth rate by 50% and retained loyalty of over 4000 financial institution customers.
- + Lead the strategic vision and execution of the Humana Direct Response "VIP" mail campaign, beating out a 10-year control, lifting response rate by 18%, conversion rate by 7% and cost-per-sale from \$745 to \$275.

Creative Director / Marketing Manager

BOGA MENSWEAR // JUNE '16 - JULY '17

- + Lead an in-house marketing and creative team of seven with a focus on customer acquisition, retention and brand building efforts through the use of online and brick and mortar stores, brand ambassadorship program, focus groups, digital/social media campaigns, email and working alongside the PR agency of record.
- + Directed and organized the 2015 Fall/Winter look-book. This included the hiring of models, stylist, makeup artist, photographers and contractors; scouting locations; building an in-house stage; sweeps; and finding props.
- + Created, directed and launched the Bossman Boot digital campaign by implementing effective story telling practices driven by photography, copy, email, digital and print, resulting in an online sales increase of 23% from the previous year.