Chris Van Ert

Minneapolis/St. Paul, MN • chrisvanert@gmail.com
UX/UI Portfolio • Print/Licensed Product Portfolio

User-centered UX/UI designer, bringing graphic design, branding, and marketing communications experience along for the ride. Let's get to work!

Designer/Owner

06/2003 to Present

vert | creative intelligence, Minneapolis/St. Paul, MN

Sole-proprietor UX/UI research and design, branding and marketing communication design. Focused on small to medium-sized companies, providing user experience, branding, packaging, and marketing collateral design that builds businesses.

Key Accomplishments:
Branding, catalog, and packaging design for Heart Tech Plus.
Rebrand of Minnesota Mountain Bike Series.
Branding work published in "Zeixs Logo", Feierabend Unique Books publishing.

Art Director

10/2003 to Present

M. Cornell Importers, St. Paul, MN

In-house design position. Art direction for design, photography, illustrators, manufacturers. Design for: licensed products, web, catalogs, trade show displays. Custom product prototyping/mockups. Print and product development and project management.

Key Accomplishments:
Worked with developer to create B2C and B2B website for the company.
Brought all product photography in-house, eliminating 3rd party studio expense. Licensed product development, working with brands such as: Jack Daniel's, John Deere, Anheuser-Busch, International Harvester.

Designer

06/2000 to 06/2003

Curb-Crowser, Minneapolis, MN

Designer at marketing design agency. Collaborative and individual work on branding/identity, promotional design, retail POP/POS design for clients such as: General Mills, Lloyd's BBQ, Abdallah Candies.

Key Accomplishments:

Promotional design work published in "Innovative Promotions that Work", Rockport Publishing. General Mills VIP Welcome Kit for Salt Lake City Olympics.

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University of Minnesota UX/UI Bootcamp

Certificate Program
UX/UI Design, Web Prototyping
Minneapolis, MN
09/2020 to Present (March 2021 completion)

University of Minnesota

Bachelor's Degree
Design Communication (Graphic Design)
Minneapolis/St. Paul, MN
01/1996 to 05/2000

Skills

UX/UI: User research, affinity diagrams, heuristics, personas, empathy maps, feature prioritization, user journey, storyboarding, user flow, site mapping, card sorting, wireframing, user testing, style guides, prototyping

Web: HTML5, CSS3, Bootstrap; Conversational in: jQuery, Java Script, Github

Visual Design: Art direction, identity/branding, collateral, layout, typography, photography, production, project management

Tools: Adobe Creative Suite (Illustrator, Photoshop, XD, InDesign), Visual Studio Code, Miro; familiarity with: Figma, Sketch, InVision