

Designer  
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# chris portugal

## experience

### **JP Morgan Chase** | Interaction Designer

*Nov 2012 - Present*

Reimagining the way we bank.

### **Tapjoy** | UI / UX Designer

*Feb 2012 - Nov 2012*

Design Lead for In-App / Tapjoy.com Offerwall (**used by 280 million registered users**), Tapjoy.com Social, and Tapjoy Dashboard. Tasks include design research, interaction and visual design across multiple platforms, and working collaboratively with product managers, front-end developers, and engineers to insure proper design implementation.

### **Sony Electronics** | Visual Designer

*Nov 2010 - Feb 2012*

Primary Visual Designer for the Digital Reading Business Division (DRBD). Responsible for visual design conceptualization and execution of **Reader** applications on **Sony's first tablet devices, Tablet S and Tablet P**, under the direction of DRBD UX Design Lead and Los Angeles Design Center. Tasks include working with interaction designers and developers in properly implementing visual design for tablet devices, creating and maintaining visual design specifications and compositions with each iteration, producing and delivering assets to developers, maintaining asset inventory and providing design support for Sony e-Reader devices, Mac/PC applications, and the Sony e-Book web store.

### **Palm** | Visual Designer

*Jul 2008 - Aug 2009*

Visual Design Lead on several projects for **Palm's award-winning (CNET's Best of CES 2009, People's Voice Award) WebOS**, including **App Catalog, First Use, Desktop Applications and Preferences**. Partnered with Hands-On Mobile in enhancing the visual design for **NFL** and **NASCAR** mobile applications. Partnered with companies such as **EA Games, Pandora**, and **Fandango** in enhancing the design, improving functionality, and integrating WebOS's visual style in their own mobile

applications. Supported senior visual designers in the conception, design, and final asset creations for WebOS applications. Worked with information architects, project managers, frontend developers and engineers in properly integrating visual design.

### **imsocrispy** | Principal

*Aug 2007 - Nov 2010*

Lead design direction for successful marketing campaign (**600% ROI**) with internationally renowned seduction company, **Love Systems Inc.** Created visual identities for **Creech Self Defense** in Fremont, California, USA, and **Kingsmeadow school** in Gateshead, Tyne and Wear, UK. As an affiliate, partnered with CPA networks **EWA Private Network** and **Neverblue** in launching campaigns for companies such as **Be2 Belgium**, **Zoozsk Italy**, and social gaming company **Bigpoint**. Responsibilities include researching internet analytics and demographics, taking lead on design direction and execution for campaign creatives, and advertising in both paid and organic ad distribution channels, such as but not limited to, **Google, Yahoo, Bing, Facebook, and Plenty of Fish.**

### **Karma Magazine** | Graphic Designer

*Mar 2008 - May 2008*

Worked closely with the editor in conceptualizing and designing layouts for various articles. Contracted freelance illustrators and provided art direction. Helped support the editor and marketing manager at events.

### education **San Diego State University**

San Diego, CA

Bachelor of Arts, Graphic Design, Graduated Dec 2007

skills Proficient with Photoshop, Illustrator, InDesign, Dreamweaver and HTML/CSS. Experience with Cinema 4D, JQuery, Flash, Flash Catalyst, After Effects, Marketing (research, copywriting), and Search Engine Optimization.