

Casey Bombacie

UX/UI Designer

Los Angeles, CA, USA

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Portfolio: www.searchmedia.group/casey-portfolio

"The details are not the details, they make the design." - Charles Eames

WORK EXPERIENCE

FORM Lifting

Overseeing day-to-day UX & Design needs for FORM Lifting

Responsible for ideation, creative vision, execution of creative deliverables for all initiatives. Includes branding, print design, interactive design, trade shows, video, and events.

- UX/UI Design for upcoming tablet app
- Developed user requirements through market analysis, site metrics analysis and user feedback for redesign of website
- Created personas, wireframes, prototypes, UI architecture, and user flows
- Worked closely with the Product / Creative / Research teams along with various stakeholders to create cross-platform designs using agile implementations
- Master of Wire to Prototype to Final product
- Increased web traffic and sales - 20%
- Increased app usage - 15%
- Conducted user interviews and usability testing
- Led Design Studio and Sprints

August 2016-Present | Los Angeles, California, United States

Search Media Group

Creative Lead & Principal

- Creating. Directing. Content Creation.
- Logo creation, branding, e-commerce, way finding signage, podcasting, social media direction.

- Partnered with a wide variety of companies within various industry verticals to design and deliver print, web & video across various web, tablet & phone experiences.
- Managed every stage of the engagement process and various team sizes to deliver - from discovery to completion.

June 2006 | Los Angeles, California, United States

City of God

Creative director, president.

Continually communicating timeless truths to new generations and people through creative avenues including social media, podcasting, print materials, live events, and brand awareness.

June 2013 | Los Angeles, California, United States

Bethany Creative

Creative director of Content

- Researching, conceptualization, designing, iterating and delivering useful, usable & live event experiences.
- Actively contributing to, and focused on, designing brand awareness.
- Oversaw media department: including local TV Station, national brand, and weekly media deliverables
- Establishing, operationalizing and streamlining the practice & strategy of executing ideas and various themed series. (For example series that included various genres: Indiana Jones-style series, Futuristic, historic, contemporary, etc).
- Brainstormed, designed, and managed the renovation of: 3,000 seat auditorium, 500 seat auditorium, 10 classrooms. Each room required state of the art A/V equipment and multi-purpose functionality.
- Collaborated on over 10 unique brand experiences that included live events, full media marketing materials, set design, promotional materials, and graphic design.
- Worked on live events/conferences with attendance over 5,000.

June 2009 - June 2013 | Baton Rouge, Louisiana, United States

The City Church

Youth Pastor/Associate Pastor/Bible College Teacher/Campus Ministry

- Led a youth ministry of 150, including volunteer and paid staff.
- Collaborated with lead pastors to integrate youth into every aspect of the church.

- Partnered with key volunteers to establish a generational ministry, youth working with adults on a weekly basis.
- Assisted pastors with leadership, strategy, operations and processes.
- Worked to establish standards for the church - in the form of a unified code of ethics.
- Produced deliverables of: weekly messages, daily teaching, set design, series creation, conferences and camp marketing materials, promotional and marketing materials, website and graphic design.
- Educated, informed & advised in-house bible college students.

June 2004 - June 2009 | San Diego, California, United States

EDUCATION

University Of Washington

BA in Geography, Urban Planning, GIS (geographic info systems)
Seattle, Washington, United States

LANGUAGES

English (Native)

Spanish, Italian, French (Conversational)

SKILLS

Sketch, InVision, Zeplin, Wordpress, Expression Engine, Squarespace, Some HTML, Adobe Creative Suite, Quark Express, 4 Color printing set up, Microsoft Office Suite, AGILE/SCRUM, Apple Creative Software (Final Cut Pro/iMovie, Soundtrack/Garage band, iWork), ARC GIS, SketchUp 3D, painting, diagramming, mock-ups, logo/brand design, TV production/editing, Audio/Video Podcasting, Carpentry, design, book writing, curriculum writing, public speaking, acting, teaching, and photography. Also, I love Legos.

SOCIAL MEDIA WORK

Facebook: www.facebook.com/cityofgodnews & www.facebook.com/caseybombacie

Instagram: www.instagram.com/cityofgodnews & www.instagram.com/cbombacie

Twitter: www.twitter.com/cityofgodnews & www.twitter.com/caseybombacie