

Carl W. DeCaire III

Design Leadership + Creative Direction

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Work experience

Metaplex

Design Lead / October 2021- 2022

As the Design Lead, I created and contributed to the overall design direction for our creator and collector experiences. I worked with cross-functional teams to strengthen our moats and define strategies for Protocol and Developer Experiences related to our 1st party tools. Managed a small group of designers, provided mentorship, and helped build a design culture around process, feedback and critiques.

Big Cartel

Principal Design / October 2019 - 2021

Senior Design / October 2011 - 2019

Led UI/UX design for a successful e-commerce platform targeted toward independent artists, musicians, and makers as part of a multidisciplinary and tight-knit team. Helped shape new features and improved accessibility while focusing on business goals and strategic thinking. Built and maintained a design system leveraged by the entire product team.

Tracermidia

Creative Direction / February 2009 - October 2011

Creative direction and design for interactive websites, software, iOS apps, and games as part of a small innovative team. Was responsible for developing and maintaining accessible and semantic sites using content management systems. I also led the implementation of agile design and engineering processes into our work.

IBM iX (Formerly Resource Interactive)

Interaction Design / June 2005 - February 2009

Design for marketing websites, digital advertising, and other interactive media as a member of a national award-winning interactive agency. I worked with cross-functional teams, including information architecture, strategy, usability, and development, to execute scalable websites and applications.

The Next Wave

Advertising Design / 2003 - 2005

Design and marketing as a member of a small award-winning creative team. Was responsible for all design and production of print, video, identity, collateral, and advertising as needed. I was involved in advertising campaigns, online marketing and CRM, branding, and promotional efforts online. Helped develop accessible and SEO-driven sites using semantic markup.

Graphic T's

Production Design / 2001 - 2002

Design and production of t-shirts, signs, and other print media. Created and applied vinyl graphics and produced printing plates and screens for pre-press.

Contract & Freelance

LogoWorks - Logo Design

2004 - 2007

A community of designers providing logo concepts and website development for small and medium-sized businesses.

iOS Apps & Startups

2011 - 2015

UI/UX design for a variety of apps including EasyShift, Mobiata, Facely HD, G-Whizz, CardFlick, FlyMuch

Education

The Modern College of Design (Formerly The School of Advertising Art)

2005 - Diploma of Advertising Design

Eastland Career Center - Commercial Art

2001 - High School Diploma

Brands Big Cartel, Pulley, Ohio State University, McGraw-Hill, Earthday.org, Hewlett Packard, Shaw Floors, Kohler, Sherwin Williams, DutchBoy, Scotts Lawn Care, Procter & Gamble, Wendys

Awards 2010 Comm Arts Interactive Annual – tracermedia : Synchronous Objects
2009 Adobe Max & Webby Nominee – tracermedia : Synchronous Objects
2009 Webby Award – Resource Interactive : Hewlett Packard - Creative Studio
2007 PointRoll Beanie – Resource Interactive: Shaw Floors - Try on a floor
2006 Silver Addy – School of Advertising Art - Snowcrash Cover Redesign
2006 Silver Addy – The Next Wave - BioFoundation Identity Set
2005 CSCA Best of Show – School of Advertising Art - Dog Fight Poster Illustration & Design

Skills & Software	Skills	Development	Software
	Design Leadership	HTML	Figma
	Creative Direction	CSS (SASS)	Sketch
	Product Design		Adobe
	Mobile Design	Limited experience:	Github
	Print Design	Javascript	
	Branding	Ruby on Rails	
	Writing	HamI	
	Photography		

Extracurricular Dream City NFT – dreamcitynft.com
2021-2022
Design, Development and Partnerships with a talented 1:1 Artist & Illustrator

Neat Leather Co. – neatleather.com
2013 - 2019
Design and handcraft leather goods including bags, wallets and belts.