



## Chad "Sonny" Galloway

Creative Strategy | Design | UX  
Chattanooga, TN.

Portfolio: [www.whoiscg.com](http://www.whoiscg.com)

Email: [me@whoiscg.com](mailto:me@whoiscg.com)

Generalist Designer with 8 years navigating complex, high-stakes healthcare environments. Proven ability to synthesize ambiguity into clarity, translating complexity into accessible user experiences and working with cross-functional teams to deliver coherent brand communications. Excel at operating at the systems level: establishing design standards, building scalable frameworks, and creating order from chaos in fast-paced, siloed organizations.

### Core Competencies

- Design Systems & Standards
- Cross-Functional Coordination
- UX/UI Design & Prototyping
- HIPAA/508 Compliance
- Strategic Communications
- Brand Architecture
- Figma, Adobe XD, Sketch
- Responsive Design & Accessibility
- HTML/CSS/SASS

### Work Experience

#### Present

**Freelance Design Consultant** *Open for Full-Time Opportunities*

Currently exploring strategic design and UX leadership opportunities with mission-driven organizations in healthcare, education, sustainability, or social impact sectors

#### Awards

2023 WebAward Best Insurance Website

Received an award for the Health Equity Website.

#### Successes

Health Equity, Diversity & Inclusion Microsite

#### Art Director

BlueCross BlueShield of Tennessee Chattanooga, TN.

Nov 2017 – Mar 2021

Led design strategy and systems development for Commercial/Enterprise communications serving 3.5M+ members. Positioned as central synthesis point across siloed teams, translating complex healthcare systems into coherent user experiences.

#### Key Achievements:

- Redesigned mobile app serving 1M+ active members, with post-launch leadership recognition for measurable improvement in user engagement, establishing foundational UX patterns and cutting costs to the Enterprise by 80%
- Built comprehensive design system from ground up, creating cohesive brand language across enterprise print and digital products and reducing design-to-development time by 30%
- Led COVID-19 SWAT team design production, rapidly producing critical member education materials reaching 3M+ members during pandemic (recognized with Pinnacle Award for Excellence)
- Redesigned enterprise email outreach system serving 3.5M members, with documented increases in engagement metrics through improved information architecture and visual hierarchy

- Established accessibility standards ensuring WCAG 2.1 AA compliance across all digital touchpoints and improving usability for members with disabilities

**Production Designer → Designer**

BlueCross BlueShield of Tennessee   Chattanooga, TN.

**Apr 2014 – Nov 2017**

Progressed from Production Intern to Production Designer to Designer, demonstrating rapid growth in technical execution and brand stewardship.

- Led provider communications rebrand, updating 100+ print assets while maintaining brand consistency across member-facing and B2B channels
- Established prepress standardization protocols for 100+ monthly deliverables, eliminating recurring production issues that previously required reprints and vendor corrections
- Managed high-volume production workflow (100+ projects/month), coordinating with vendors, conducting press checks, and ensuring quality assurance across all deliverables

## Education

Fullsail University   Winterpark, FL.

**B.S. Digital Arts & Design**

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