



Chad “Sonny” Galloway

Creative

Chattanooga, TN.

Portfolio: www.whoiscg.com

Email: me@whoiscg.com

As a multidisciplinary designer and seasoned professional with over 10 years experience, I have worked in stringent, high volume in-house production environments delivering high-quality design solutions that create clarity and guide people through the complicated and confusing health care landscape.

I went to school

2012

Full Sail University Orlando, FL

B.S. Digital Arts & Design

I went to work

Current

Bohan Ideas Contract

UX Design Lead

As the UX Design Lead at Bohan Ideas, I spearheaded user experience strategies and design initiatives. I focused on creating intuitive, user-centered designs for web and mobile platforms, ensuring seamless and engaging user interactions. I collaborated closely with cross-functional teams to align design solutions with business goals and user needs, driving innovative projects from concept to completion. My role involved user research, wireframing, prototyping, and usability testing to deliver impactful digital experiences.

2021

BlueCross BlueShield of Tennessee Chattanooga, TN.

Art Director

As Art Director, I led process improvements and established guidelines for Commercial/Enterprise communications. I redesigned the mobile app and revamped email outreach communications, enhancing user engagement and brand consistency. I expanded digital capabilities by collaborating with digital product teams to develop a comprehensive design system, advancing BCBST's digital transformation. Additionally, as part of the COVID SWAT team, I played a key role in creating strategic communication materials and visual guidelines to effectively disseminate critical information during the pandemic.

Awards

**2023 WebAward
Best Insurance Website**

I received an award for my work on BlueCross BlueShield of Tennessee's Health Equity Website.

Successes

Health Equity, Diversity & Inclusion Microsite

Awards

**Pinnacle Award for
Excellence and Agility**

I received an award for my work on the COVID SWAT team collaborating directly with Senior Leadership to respond to the pandemic.

Successes

Mobile App Redesign
Enterprise Rebrand
COVID SWAT Team
Email Outreach Redesign

Work (Continued)

2017

BlueCross BlueShield of Tennessee Chattanooga, TN.

Designer

As a Designer, I updated and applied brand guidelines across various mediums, including print materials, outdoor signage, advertising, and logo/identity creation. I focused on maintaining brand consistency and visual appeal while contributing creatively to the team.

Successes

Provider Communications Rebrand
Wellness Product Rebrand

2014

BlueCross BlueShield of Tennessee Chattanooga, TN.

Production Designer

In the Production Design role, I established prepress standards and ensured file integrity, requisitioned services, conducted on-site press checks, and performed quality assurance.

Successes

Wellness Product Brand Guidelines
Prepress Standardization
Process Optimization

2013

BlueCross BlueShield of Tennessee Chattanooga, TN.

Production Intern

In the Production Intern role, I established prepress standards and ensured file integrity. Key tasks included effective communication, requisitioning services, conducting on-site press checks, and performing quality assurance.

2012

Chattanooga, TN.

Freelance Designer

As a Freelance Designer I worked on a per project basis for local businesses and agencies such as Silvey + Huffaker and Craftworks Restaurants & Breweries,

Skills

My superpower is organizing chaos.

Microsoft Office Suite	Adobe Acrobat	Figjam	Jekyll / YAML
Powerpoint	Adobe Lightroom	Miro	Git
Keynote	Adobe Bridge	Freehand	SASS
Adobe CC Libraries	Adobe XD	Atom	Salesforce
Adobe Photoshop	Sketch	Obsidian	Workfront
Adobe InDesign	Figma	Typora	Slack
Adobe Illustrator	Invision	Markdown	Microsoft Teams
Adobe Dreamweaver	Trello	HTML / CSS / JS	Discord

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