

# DAVINA CHATKEON

DESIGN DIRECTION & LEADERSHIP

## SKILLS

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### CORE EXPERTISE

UI & UX  
E-Commerce  
Data-Driven Design  
Information Design

### OTHER

Art Direction  
Responsive Design  
A/B Testing Strategies  
Usability Testing  
Wireframing  
Identity Design & Branding

### TOOLS

Illustrator  
Photoshop  
InDesign  
Sketch  
Invision  
Zeplin  
Word  
Excel  
PowerPoint  
Keynote

## PROFESSIONAL EXPERIENCE

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### TICKETMASTER, LIVE NATION ENTERTAINMENT (LOS ANGELES, CA)

01.17 – present // *Senior Director, Design*

01.10 – 01.17 // *Director, Design*

08.10 – 10.11 // *Associate Director, Design*

- Managed a team of designers while overseeing UX for Ticketmaster's seat selection, checkout, sponsorship, and resale products.
- Led design for the next-gen purchase experience.
- Utilized data to optimize the purchase experience, increase fan engagement, and drive cart conversion.
- Identified, prioritized and led opportunities for A/B testing, user testing and user research.
- Collaborated with cross functional teams to meet key business objectives and deliver value to fans.
- Pioneered and delivered a single, fully-responsive, consolidated purchase experience.
- Led site rebrand initiative and defined the first set of style guides that evolved into extensive shareable pattern libraries.
- Completed designs as an individual contributor for Facebook and resale inventory integration into the purchase experience.

### RAZORGATOR (LOS ANGELES, CA)

11.09 – 08.10 // *Art Director*

- Delivered completely redesigned company website in 6 months.
- Led team while overseeing product and marketing design for main and ancillary sites.

### TICKETMASTER, I.A.C. (LOS ANGELES, CA)

03.08 – 11.09 // *Senior Designer*

05.06 – 03.08 // *Designer*

10.04 – 05.06 // *Associate Designer*

- Designed and delivered the Interactive Seat Map, an industry-first that has continued to remain Ticketmaster's competitive advantage.
- Redesigned the entire purchase experience twice over, from concept to final product delivery, including competitive research, ideation, the building out of functional prototypes for comprehensive user testing, design QA and creation of product demos.
- Delivered UX and visual design for Ticketmaster's standalone point-of-sale kiosk.



E [davina.chatkeon@gmail.com](mailto:davina.chatkeon@gmail.com)

T 626.824.4862

S [davinachatkeon.com](http://davinachatkeon.com)

L [linkedin.com/in/dchatkeon](https://www.linkedin.com/in/dchatkeon)

## EDUCATION

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### B.F.A. COMMUNICATION DESIGN

*Information Design Concentration*

Parsons, The New School for Design, New York, NY