

# Chuck Pearson

Founder & CEO of Rareview and Projecturf. Entrepreneur. Consultant. Freelance Photographer.

chuck@rareview.com

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## Summary

ENTREPRENEUR / CEO / CONSULTANT / PHOTOGRAPHER

Over 14 years of expertise in building profitable companies from the ground up. Focused on Web, Software, Apps, and Emerging Technologies.

Founded and currently run 2 companies; a digital design agency and a SaaS software company. Expert in building teams and designing and developing interfaces for Web, Desktop, and Mobile.

Consultant who works with both big and small companies on UI / UX design, Web Development, and Marketing.

Freelance photographer.

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## MY COMPANIES

Rareview (rareview.com) is an Award-winning design agency specializing in high-end, large-scale Websites, Apps, and Interfaces.

Projecturf (projecturf.com) is a leading SaaS-based project collaboration app. Started in 2008, Projecturf has had 4 major versions. We've experienced triple digit growth year-after-year.

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## CLIENTS INCLUDE

Oracle, Sony, General Motors, Loyola Marymount University, Gracie Academy, CarsDirect, Walgreens, Chrome River Technologies, Aethercomm, and tons of new Start-Ups.

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## AREAS OF EXPERTISE / SPECIALTIES

Entrepreneurship, P&L, growth strategies, digital marketing, sales, client management and retention, customer

service strategies, subscription platforms, UI (interface) design, user-experience (UX) design, Web design, App design, Mobile App design, HTML5, CSS3, jQuery, PHP, SaaS, software, emerging technologies, photography.

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## SOCIAL LINKS

Twitter: <https://twitter.com/chucknpearson>

Instagram: <http://instagram.com/chuck27p>

Flickr: <https://www.flickr.com/photos/pearsons/>

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## Experience

### **Owner / Photographer at Chuck Pearson Photography**

January 2014 - Present (6 months)

Freelance photographer based in Southern California.

### **CEO at Projecturf**

March 2008 - Present (6 years 4 months)

Projecturf is used by thousands of companies worldwide to manage projects, collaborate with people, share files, complete tasks, and get stuff done.

### **CEO at Rareview**

January 2002 - Present (12 years 6 months)

We are a digital design agency. Rareview helps leading companies design and build amazing products and services in the digital world. Our clients include Oracle, GM, Sony, Walgreens, Loyola Marymount University, CarsDirect, Colosseum Athletics, Gracie Academy Jiu-jitsu, Givebug, Aethercomm, and Mealeo.com.

### **Director of Marketing & Client Services at MyCarPage**

April 2006 - January 2007 (10 months)

MyCarPage combines all your automotive needs in a single personalized website that can alert you about upcoming maintenance / recalls as well as keep your full vehicle history.

### **Director of Marketing at Act-1**

December 2002 - April 2006 (3 years 5 months)

For more than 25 years, ACT-1 has been a leader in temporary staffing, as well as workforce management software through their affiliate Agile-1.

### **Marketing Manager at Wassco**

January 2002 - May 2003 (1 year 5 months)

Wassco is an online distributor of tools and supplies.

## **Marketing Associate at USBX**

June 2000 - November 2001 (1 year 6 months)

USBX, an incubator start-up company of eCompanies, was a boutique investment banking firm focusing on mergers and acquisitions (M&A), which was acquired in 2007.

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## **Publications**

### **How to Prepare Photos for Sale**

Creative Market May 16, 2014

Authors: Chuck Pearson

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## **Languages**

### **English**

(Native or bilingual proficiency)

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## **Projects**

### **Loyola Marymount University - LMU**

2009 to 2011

Members: Chuck Pearson, Amy Meredith, Andrew Knapp

<http://mba.lmu.edu>

<http://bellarmine.lmu.edu>

<http://sftv.lmu.edu>

### **Gracie Academy Jiu-Jitsu**

2010 to 2012

Members: Chuck Pearson, Rob Elvidge, Lance Leishman, Adrian Pelletier, Andrew Knapp

UI Design, HTML/CSS/jQuery, CMS, ASP

<http://www.gracieacademy.com/>

### **Mealeo**

2010 to Present

Members: Chuck Pearson, Blake Hanan, Lance Leishman, Andrew Knapp, Adrian Pelletier

UI Design, Logo, HTML/CSS/jQuery, CMS, ASP

<http://www.mealeo.com>

### **Aethercomm**

2010 to Present

Members: Chuck Pearson, Freddie Chavez

UI Design, HTML/CSS/jQuery, CMS, PHP

<http://www.aethercomm.com>

## **Publir**

2011 to Present

Members: Chuck Pearson, Joseph Malchow, Andrew Knapp, Scott Savarie

UI Design, Logo, HTML/CSS/jQuery

<http://www.publir.com>

### **CharityDreams**

2012 to Present

Members: Chuck Pearson, Zeshan Ahmad, Omar Amanat, Adrian Pelletier, Scott Savarie, Andrew Knapp

UI Design, HTML5/CSS3/jQuery

<http://www.charitydreams.com>

### **Colosseum Athletics**

2012 to Present

Members: Chuck Pearson, Joe Geismar, Nicole Dryer, Adrian Pelletier

UI Design, HTML5/CSS3/jQuery

<http://www.colosseumusa.com>

### **Beachscape**

2012 to Present

Members: Chuck Pearson, Shaun Kalnasy, Andrew Knapp, Adrian Pelletier

UI Design, Logo, HTML5/CSS3/jQuery

<http://rareview.com/temp/beach/>

### **Blue Numbers Securities**

2012 to Present

Members: Chuck Pearson, Daniel Iribarren, Andrew Knapp, Adrian Pelletier

UI Design, HTML5/CSS3/jQuery

<http://bluenumberssecurities.com>

### **Men's Guild of Children's Hospital Los Angeles**

2012 to Present

Members: Chuck Pearson, Erik Larson, Scott Savarie

UI Design, HTML5/CSS3/jQuery

<http://www.mgchla.com>

### **Oracle**

2010 to December 2012

Members: Chuck Pearson, Ana Chang, Wendy Bales, Andrew Knapp

UI App Design, HTML5/CSS3 Support

[https://cloud.oracle.com/social\\_network](https://cloud.oracle.com/social_network)

### **X-ALE (Stress Antidote Drink)**

2013 to Present

Members: Chuck Pearson, Mark Nolan, Andrew Knapp, Adrian Pelletier

UI Design, HTML5/CSS3/jQuery, Responsive/Mobile Design, Parallax Scrolling

<http://www.drinkxale.com>

### **Givebug**

October 2012 to March 2013

Members: Chuck Pearson, Blake Hanan, Andrew Knapp, Adrian Pelletier

UI Design, Logo, HTML5/CSS3/jQuery, CMS, PHP

<http://www.givebug.org>

### **PersonifyPro**

January 2013 to Present

Members: Chuck Pearson, Jeff Burke, Andrew Knapp, Adrian Pelletier

UI Design, Logo, HTML5/CSS3/jQuery, CMS, PHP

<http://www.personifypro.com>

### **WealthOcean**

April 2013 to Present

Members: Chuck Pearson, Irene Wen, Haoquan Liang

<http://wealthocean.com>

### **Chrome River**

December 2012 to Present

Members: Chuck Pearson, Dave Terry, Alan Rich

App design, UI

### **Broker Dealer**

September 2013 to Present

Members: Chuck Pearson

### **Energy Therapeutic Solutions**

October 2013 to Present

Members: Chuck Pearson, Debbie Pearson

<http://etsforyou.com>

### **Vouchd**

June 2013 to Present

Members: Chuck Pearson, Raj Parthasarathy

<http://vouchd.com>

### **Staff Me Up**

January 2014 to Present

Members: Chuck Pearson, Jared Tobman

### **Rareview Macro**

January 2014 to Present

Members:Chuck Pearson, Neil Azous

**WallachBeth**

April 2014 to Present

Members:Chuck Pearson

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Skills & Expertise

**User Interface Design**

**Usability**

**Online Marketing**

**Management**

**Web Design**

**Web Development**

**jQuery**

**HTML**

**ASP**

**PHP**

**Web Applications**

**Start-ups**

**SaaS**

**Small Business**

**Entrepreneur**

**Entrepreneurship**

**Front-end Design**

**Front End Developers**

**User Experience Design**

**User-centered Design**

**Custom Websites**

**CMS**

**Project Management**

**HTML 5**

**CSS3**

**Semantic HTML**

**960 Grid System**

**WordPress**

**Creative Direction**

**SEO**

**E-commerce**

**User Experience**

**Web Analytics**

**Strategy**

**Digital Strategy**

**Web 2.0**

**Web Project Management**

**iPhone**

**iPhone Application Development**

**Mobile Applications**

**Mobile Design**  
**Mobile Marketing**  
**Online Advertising**  
**Business Development**  
**CSS**

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## Education

**Loyola Marymount University, College of Business Administration**

BBA, Marketing, 1996 - 2000

Activities and Societies: Sigma Pi

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## Honors and Awards

FWA, Webby, and many more.

## Interests

Consulting Opportunities, New Web Projects, Design, Web, Art, Photography, Surfing, Snowboarding, Sports, Music

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[Contact Chuck on LinkedIn](#)