

CONTACT

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EDUCATION

USER EXPERIENCE DESIGN

DevMountain
Lehi, UT (2019)

BFA GRAPHIC DESIGN

University of Hawai'i at Manoa
Honolulu, HI (2012)

STUDIED INFORMATION COMPUTER SCIENCE

BYU - Hawai'i
Laie, HI (2006)

SKILLS + TOOLS

DESIGN

Wireframing (sketch, Illustrator)
UI Design (iOS, MacOS, Web)
Graphic (Adobe CS)
Prototyping (Invision, Sketch)

RESEARCH

User Interviews
Persona & Scenario
User Story Boarding
Information Architecture
Task & User Flow
Customer Journey Map
Moderate Usability Testing

COMMUNICATION

Presentation (Slides, Keynote)
Scrum & Slack

INTERESTS

sailing
cafe cruisers
ethereum
typography
skiing
hiking
camping
crafting

SUMMARY

A salty UX Designer with a passion for bringing new business ideas to life through strategy, user research, storytelling, and clean interface design.

Why Salty? Salty Design represents my role in design; I'm a go-getter with gumption & grit, bringing authenticity and resilience to my work flow.

EXPERIENCE

UX DESIGN / ART DIRECTOR // Hacked Snacks

Draper, UT (April 2018–present)

- Spearheaded the UX design process for an MLM turned B2C e-commerce brand, explicitly focusing on the online shopping conversion rates and the fitness & health conscious influencer model
- Branded and continually improved interface design and user flows
- Established brand voice and visual identity, ensuring consistency across software & marketing materials

SR. DESIGNER // Associated Food Stores

Salt Lake City, UT (Jan 2016–April 2018)

- Stepped up and in addition to my design role took over the UX Design and interactive website role for all of Associated Foods
- Strategized and mapped out an in-depth plan to help all small mom & pop shops grow their local online presence
- Redesigned from the ground up AFS's reward & shopping app

FREELANCE // Salty Design

Salt Lake City, UT (Dec 2012–Aug 2018)

- Clearly communicated creative concepts to different parts of clients businesses ensuring the idea is understood and aligned across key players
- Drove the concept, answered the brief, and determined visual direction of the brand
- Clients: Caliber Lash Co.; Sunus Solar, PatchMaster Drywall, Patch Pros, Skydive Hawaii, Wolfhound Promotional, Netapp, & Monavie

ART DIRECTOR // Sopra Capital

Draper, UT (Jan 2014–Dec 2016)

- Created brands and product ideas from scratch. Including prototypes used for mock-ups, presentations, and product development
- Designed and worked closely with the dev team to help create data collection software used for the largest franchise of home inspectors
- Stepped up and managed the CMO's responsibilities in addition to my own, despite him leaving, maintained departmental growth

FRONT-END DESIGN INTERN // Wall-to-Wall Studio

Honolulu, HI (June 2012–Dec 2012)

- Created wireframes, information architecture & sitemaps for new client websites
- Coded HTML & CSS elements from scratch for the backend developers
- Started with low fidelity & produced high fidelity mockups/prototypes

STAY SALTY