

THOMAS LARSEN – UX Professional

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Portfolio: <https://thomaslarsenportfolio.wordpress.com>

User Experience (UX) Architect & Designer passionate about enhancing the experience of a product. Implements a variety of research methods to understand users, drive user-centered design, and improve content. Strong user-advocate skilled in bridging communication between stakeholders, designers, developers and their users.

SKILLS AND METHODS

- Personas & Journey Maps
- UX Design (Wireframes, prototypes, & mockups)
- Usability testing
- Interviews & Focus Groups
- Survey Writing & Data Analysis
- Information Architecture
- Heuristic Evaluations
- Competitive analysis

TOOLS

- Adobe Creative Suite
- Sketch
- Figma
- InVision
- Qualtrics
- Nvivo
- Optimal Workshop
- Microsoft Office Suite
- Basic HTML and CSS
- Search Engine Optimization (SEO)
- Web Analytics

EXPERIENCE

UX Architect/Designer

March 2017-May 2019

Strategy & Ideation – ThomasArts, Farmington, UT

- Ran company-wide trainings on creating positive user experiences by understanding users and testing solutions. Increased insight-driven design by promoting and running Usability Testing.
- Led mapping exercises to understand high-level experiences, creating User Flows, Site Maps, & other types of Experience Maps. Included user motivations and reactions (gathered from research).
- Developed user-centered Wireframes, collaborated with graphic designers on Mockups, and built Prototypes. Recruited participants and ran Usability Tests.

User Experience (UX) Researcher & Architect

August 2014-March 2017

Digital Marketing and Research Services – LDS Church, Salt Lake City, UT

- Offered insight-driven solutions by evaluating users' behavior and attitudes with digital products through a variety of qualitative and quantitative research methods. (100+ surveys, 10+ heuristic evaluations, 40+ usability tests/interviews, 10+ focus groups, personas, journey maps, site maps, etc.)
- Increased empathy and understanding of users when presenting findings to developers, UI/UX designers, project managers, and other key stakeholders.
- Optimized workflow by moving participant panels to the cloud (10,000+ members) and by creating templates, process documents, and style guides.

Front End Web Publisher (on-call)

August 2013-May 2015

Publishing Service Dept. – LDS Church, Salt Lake City, UT

- Gathered site analytics (including mouse-movement, scrolling, and attention heat maps) to improve the UX design of LDS.org and its various subsites (Temples, Scriptures, Addiction Recovery Program, LDS.jobs, etc.).

OTHER EXPERIENCE

Corporation of the Presiding Bishopric	Web Writer/Editor (Intern)	Salt Lake City, UT	Oct 2012-Aug 2013
Corporation of the Presiding Bishopric	P/T-Customer Service Rep	Salt Lake City, UT	Mar 2012-Oct 2012
Connexion Point	Customer Service Rep	Salt Lake City, UT	Oct 2011-Mar 2012
Office Depot	Print Depot & Technician	Salt Lake City, UT	May 2010-Jul 2011

EDUCATION

University of Utah

Graduation Date: June 2014

- BA, English; 3.85 GPA. (Grammar, Prose, Communication, Web Design, and User Experience Research.)