

# THOMAS LARSEN—UX/UI Designer

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UX and UI Designer skilled in accessible and pleasant design, product strategy, and cross-team collaboration. Translates complex systems and ideas into beautiful and engaging experiences. Strong user-advocate skilled in bridging communication between stakeholders, developers, and their users.

## SKILLS AND METHODS

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- UX Design
- Prototyping
- Style Guide Development
- Product Strategy
- Product Architecture
- Journey Mapping
- Persona Development
- Usability Testing
- User Research

## TOOLS

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- Figma
- Adobe Creative Suite
- Sketch
- Qualtrics
- Office Suite
- HTML and CSS

## EXPERIENCE

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### UX/UI Designer

Jul 2019-Nov 2022

Experience Team, Research and Development—Shmoop University, Lehi, UT

- Redesigned the student Test Prep tool, leading to a CSAT increase from 1.8 to 4.3 in three months.
- Developed and designed an SEL tool (Heartbeat) which allowed students to explore their own context and find solutions without being placed into prescriptive boxes.
- Redesigned the master style guide for the entire Shmoop digital properties, bringing improvements to aesthetics, accessibility, and information architecture.

### UX/UI Designer

March 2017-May 2019

Digital Customer Experience—ThomasArts, Farmington, UT

- Developed user-centered designs and Prototypes. Recruited participants and ran Usability Tests.
- Trained the company 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).

### UX Researcher & Designer

August 2014-March 2017

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

- Developed UX solutions through user attitudinal and behavioral research. (*100+ surveys, 10+ heuristic evaluations, 80+ usability tests/interviews, 10+ focus groups, etc.*)
- Increased empathy and understanding of users when presenting findings to developers, UI/UX designers, project managers, and other key stakeholders.

## OTHER EXPERIENCE

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Corp. of the Presiding Bishopric	Font End Publisher	Salt Lake City, UT	Aug 2013-May 2015
Corp. of the Presiding Bishopric	Web Writer/Editor	Salt Lake City, UT	Oct 2012-Aug 2013
Corp. of the Presiding Bishopric	Customer Service Rep	Salt Lake City, UT	Mar 2012-Oct 2012

## EDUCATION

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### University of Utah

Graduation Date: June 2014

- BA, English; 3.9 GPA. (Writing, UX Design, and User Research)