

Mark LaPoint

Full-Stack UX Designer

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Experienced web designer, using the latest UX/UI tools and concepts to create and redesign websites and apps that help users achieve their goals. Conducting user research to discover pain points; illustrate user journey/empathy/affinity maps; discover and implement solutions by creating wireframes for user testing all the way to UI design and site development.

TECHNICAL SKILLS

HTML, CSS, GitHub, Bootstrap, JavaScript, Responsive Website Design, Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, Journey Maps, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis, Design Thinking

Figma, Adobe XD, Miro, Visual Studio Code, Wordpress, MySQL, GitHub, Trello, Agility, Adobe CC

EDUCATION

Certificate, UX/UI Bootcamp, University of Utah 2021

BFA Advertising Design, Art Center College of Design, Pasadena, California

EXPERIENCE

Website Design and Development 20+ years | Wordpress 10+ | Interactive Design 20+ | HTML/CSS 20+ Graphic Design and Art Direction 30+

Effekt Marketing Partners • Owner
2008-Present • Salt Lake, Utah

Studeo Direct • Art Director
2006-2008 • Salt Lake City, Utah

Backcountry.com • Graphic Designer
2005-2006 • Park City, Utah

Spiker Communications • Sr. Art Director
2003-2004 • Missoula, Montana

Creative Assets/Filter • Art Director/Designer
2001-2003 • Seattle, Washington

Copacino+Fujikado • Graphic Designer
1999 to 2001 • Seattle, Washington

Big Bang Idea Engineering • Freelance Art Director/Designer
1998-1999 • Seattle, Washington

Creative Assets/Filter • Art Director
1995-1999 • Seattle, Washington

Livingston+Co • Art Director
1992-1995 • Seattle, Washington

NWAyer • Art Director
1990-1992 • Los Angeles, California

Jim Cox Advertising • Art Director
1989-1990 • Pasadena, California

AWARDS
Utah Addys

INTERESTS
Fine art painter, photography, filmmaking