

# Mick Rudolph

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User experience researcher and visual design professional passionate about understanding how people interact with their digital environment and discovering simple, intuitive solutions to everyday problems. Strengths in qualitative research, teamwork, and visual design. A background and bachelor's degree in business marketing lends itself to my ability to empathize with a product user based on data and research.

## Technical Skills

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HTML, CSS, GitHub, Bootstrap, JavaScript, JQuery, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis, VBA, Tableau, R Studio, MS Office, Adobe Creative Suite, Google Ad Words, Facebook Ads

## Projects

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### UX Design Project | <https://mickrudolphdesign.com/#project1>

My team's final project for the UX/UI Bootcamp, the goal of this project was to design a website that related to a social issue. My group and I recognized an opportunity to create an informational website aimed at helping users understand their individual impact on the environment.

- Skills | HTML, CSS, JavaScript, JQuery, Adobe XD, Miro, Prototyping, Usability Testing, User Research (Interviews + Surveys) & Analysis

### Local App | <https://mickrudolphdesign.com/#project2>

While there is a wide variety of preference regarding vacationing, many travelers want a "local" experience when they go on vacation, without the cost of a tour guide. Local is an answer to this traveling issue in the form of an app that connects travelers with locals who are willing to take travelers on personalized tours of events, activities, or destinations.

- Skills | Adobe XD, Miro, Prototyping, Figma, Usability Testing, User Research (Interviews + Qualtrics Surveys) & Analysis

### Arden App | <https://mickrudolphdesign.com/#project3>

Arden is a goal-setting app that incorporates an innovative visual representation of user's goals progress. After conducting user research, my team and I realized that though many people have personal goals, many people struggle to keep their goals. Our goal was to discover a engaging and motivating way to help people make and keep goals.

- Skills | Adobe XD, Adobe Illustrator, Miro, Figma, Prototyping, Usability Testing, User Research (Interviews + Surveys) & Analysis

### Purelements Website Redesign | <https://xd.adobe.com/view/a3dab6b4-6952-4e1b-ac67-08f41f11c1e3-f689/?fullscreen>

[Purelements](https://www.purelements.com) is a non-profit based in Brooklyn, NY that offers dance, theater, and arts intensive programs for black youth. My team's goal was to redesign this website, emphasizing navigational ease-of-use while infusing Purelement's colorful and vibrant culture.

- Skills | Adobe XD, Adobe Photoshop, Miro, Prototyping, Usability Testing, User Research (Interviews + Surveys) & Analysis

## EDUCATION

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**University of Utah** Salt Lake City, UT  
*Certificate, UX/UI* Mar 2021

**Brigham Young University – Marriott School of Business** Provo, UT  
*Bachelor of Science, Marketing* Dec 2021

- GPA 3.49/4.00
- Director of Senior Involvement | Marketing Association
- Scholarships: Stoddard Career Advancement (merit), BYU (Academic), G. Roger and M. Victor (merit)
- Certifications: Griffin Hill Sales Systems

## EXPERIENCE

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**Freelance** Salt Lake City, UT  
*UX Designer* Mar 2021 – Present

- Conducted user research, designed prototypes, and developed the frontend for multiple clients

**Brigham Young University Business Career Center** Provo, UT  
*Marketing Coordinator* Oct 2019 – Aug 2020

- Executed a promotional campaign resulting in 50% of Marriott School student product utilization

**Cummins** Shoreview, MN  
*Marketing Communications Intern* Jun 2019 – Aug 2019

- Developed and implemented a lead nurture program to qualify 360,000+ leads via an email campaign
- Integrated visual brand strategy in a showcase site that experiences 700+ traffic of target market annually

**Utah Community Credit Union** Provo, UT  
*BaZing Sales Business Development Intern* Jan 2019 – Apr 2019

- Generated traffic for 80+ small businesses by selling benefits of the BaZing merchant program

*Social Media Marketing Intern* Sep 2017 – Jan 2019

- Increased content engagement 8x, enhancing brand awareness and perception with key target audiences
- Managed UCCU's online presence by fulfilling all communications on all social media platforms

*Assistant Vault Teller* Dec 2015 – Sep 2017

- Amplified branch cross-sales by 50% by formulating a revamped incentive program
- Improved member loyalty and branch culture by making the commitment to learn every member's name

**97th Floor** (Digital Marketing Agency) Lehi, UT  
*Marketing Intern* May 2018 – Jul 2018

- Generated a 30% climb in Google's SERP for 7 clients' webpages through keyword research and SEO
- Increased workflow efficiency by developing a strategy for internal linking to authoritative pages
- Simplified the optimization process for writers by creating keyword and TF-IDF centric page outlines

## SERVICE

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**Symbii Home Health & Hospice** Orem, UT  
*Hospice Volunteer* Sep 2016 – Jan 2017

- Visited and showed compassion to two clients on hospice on a weekly basis

**Church of Jesus Christ of Latter-day Saints** Rancho Cucamonga, California  
*Full-time Representative* Dec 2013 – Dec 2015

- Organized and led seminars focused on training 50+ representatives in effective volunteer practices
- Averaged 80+ hours a week teaching principles of hope, love, obedience, and self-reliance

**Youth Making a Difference** Salt Lake City, UT  
*Volunteer* Jan 2012 – Jan 2013

- Raised \$2,000+ dollars throughout the course of a year to perform humanitarian work in rural India

## PERSONAL

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- Music songwriter and artist
- Alpine Skiing Coach, Sundance Resort
- Running, hiking, pickle ball, and ultimate disc enthusiast