



CONNIE ROSENVALL

Visual Designer
Specialized in UX/ UI methodologies and tools, focused on creating meaningful and memorable user experiences.

Projects

Apple Watch Activity App • UX/UI Designer / Sep 2018 – Mar 2019

- Designed a personal goal management feature
- Integrated feature into existing Apple Watch application
- Created an interactive prototype via rapid prototyping methods

Buku • UX/UI Designer / Aug 2018 – Mar 2019

- Designed a mobile book tracking application end-to-end
- Developed unique branding and logo, adhering to Material Design
- Ran extensive user research via 1:1 interviews

The Royal Donut Shop • UX/UI Designer / Jul 2018 – Mar 2019

- Designed a fully responsive website end to end
- Rebranded logo to reflect the bakery's current products
- Conducted multiple in-person usability testing sessions

Experience

- **CITY COUNCIL CANDIDATE WEBSITE** *Salt Lake City, Utah*
Website Creator and Manager / August 2021 – November 2021
 - MeetJeff.com : Created to help boost candidate during election time.

- **LIBRE KIDS CO.** *Salt Lake City, Utah*
Soicla Media Marketing Manager Designer / June 2021 – September 2021
 - Created stories and designed posts for social media instagram site.

- **MINTED** *San Francisco Bay Area*
Senior Design Specialist | Consultant / September 2017 – April 2020
 - Created a case study for a tool for users to interact with designers and the ops team. it's purpose is to simplify the process of the user's concerns about their low-quality photo resolution by making the interaction between designers and clients easier, rather than going through customer service.
 - Wedding Websites, Designed and selected methodologies, Usability Testing, User Interviews, and User Surveys
 - Mentor of off shore Design partners in the Philippines and Jamaica
 - Design Service for Celebrity Clients and Influencers

- **Wedding Etiquette Specialist Designer** / September 2016 – 2017
 - Wedding stylist for influencers and public relations
 - Wedding Designer lead mentor

- **Design Team Lead** / September 2014 – 2015
 - Operations Design Team Lead for a team of 40 Designers
 - Running effective meetings and establishing team goals
 - Managed accounts in Salesforce, Data Synthesis

- **Design Associate** / May 2013 – 2014
 - Catalog workshops photo-shoots | Set up and Staging
 - Marketing Business Advertising Design
 - Work share designer in departments of Public Relations, Marketing, Human Resources, Production
 - Workshare associate in organizing and managing the opening of the Minted Oakland Office.

OTHER DESIGN ROLES

- **Graphic and Web Designer** • Cassidy Turley Commercial Real Estate Burlingame, CA / January - April 2013
- **Web Design Manager** • Nathan Shapira Design Archive San Francisco / December 2011 – June – 2012
- **Industrial Designer** • Art Exhibit: Chroma 2012 • San Francisco

Contact

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Education

DesignLab | UX Academy Apprenticeship
UX/UI Design Certificate
UX Academy is a comprehensive online immersive for user experience design. Heavily project-based, the course provided a foundation into user experience processes with guidance from experienced UX professionals.
June 2018 - Feb 2019

San Francisco State University
Bachelor of Fine Arts (BFA)
Industrial and Product Design
2010 – 2012

Skyline College, San Bruno
Associates Degree (AA)
Liberal Arts and Sciences
2008 – 2010

Utah Valley University
London, UK | Study Abroad program
Art History | Myths and Legends
2005 - 2006

Skills

- User Interface Design
- UI and Visual Design
- User Research | User Testing
- Rapid Prototyping
- Wireframes | Web, Mobile, Watch
- Consulting | Storytelling
- Responsive Design and Interaction Design

Tools

- Adobe CS: PS / AI / ID / XD / LR
- Basic: HTML/CSS
- Sketch / Basic Figma
- Invision | Marvel app