



# MARK LAPOINT

## UX/UI CONSULTANT

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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.

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## 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.

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

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## EDUCATION

UX/UI Bootcamp, University of Utah 2021

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

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## EXPERIENCE

### Summary:

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 • Jr. Art Director**

1989-1990 • Pasadena, California

## AWARDS

Utah Addys: Intermountain Guitar & Banjo.

## INTERESTS

Fine art painter, photography, filmmaking.