

Myntillae Nash

SENIOR USER EXPERIENCE & INTERFACE DESIGNER

I am a Senior User Experience and Interface Designer with a bachelor's degree in graphic design and over 15 years of experience in the tech, startup and e-commerce industries with companies like Qualtrics, SkillSuite, and RedBag Technologies.

EXPERIENCE

SENIOR USER EXPERIENCE & INTERFACE DESIGNER

MYNTIFRESH DESIGNS • SALT LAKE CITY, UT

AUG 2007 – PRESENT

Myntifresh Designs is a User Experience, User Interface, and Web Design agency with 10 years of expertise doing strategy, wireframes, prototypes and development for websites and software for tech, startup and e-commerce companies, combined with almost 20 years of expertise developing corporate branding and graphic design. Our cumulative years of experience have been integral in meaningful user experiences creating effective designs with the holistic experience in mind.

- Wireframe and develop key features for websites, apps and software for over 75 businesses, including presenting new ideas and feedback for future ideas, collaborating with various teams of developers and stakeholders and conducting usability testing through collecting feedback from users and stakeholders, and testing developer's code before rolling out new features, all resulting in successful company launches and cohesive product designs and user experiences.
- Design and develop customized websites for over 75 businesses, primarily using Wordpress or Shopify CMS platforms, resulting in successful business launches and sales promotions for products and services.
- Map out and create user experiences and interface designs for over 50 businesses, taking client stakeholder ideas and converting them into user-friendly designs, leading to successful launches and improvements to their businesses.
- Craft and design logos and branding for over 50 businesses, resulting in successful company launches and cohesive product and marketing designs and campaigns.
- Create and lay out marketing materials for over 100 businesses, cohesive marketing campaigns and messaging.
- Enhanced the user experience and interface design for the admin dashboard for RedBag Technologies, which led to a very successful practice emergency drill in Cherry Creek School District in Denver, Colorado.
- Revamped the user experience and interface design for the mobile app for RedBag Technologies, which led to a very successful practice emergency drill in Cherry Creek School District in Denver, Colorado.
- Crafted the user experience and interface design for Apollo Burger's website, including a unique user experience for nutritional facts for a menu and promoting food truck events, leading to an increase in sales.
- Designed a user interface for Maverik kiosks to create an easy user experience for signing up for Maverik Adventure Points that resulted in an increase of Adventure Point sign ups.
- Redesigned the flow and interface design for an intricate online news site for Meridian Magazine which resulted in an increase of subscriptions and readership to over 50,000 people.
- Revamped the flow and interface design for the Made in Park City website, fixing frustrating user issues and functionalities, which has led to a 200% growth in sales for the company.
- Created and built three different versions of a website for Care for Life non-profit organization, each time with improvements for educating people about the mission of the organization and encouraging donations, leading to a 33% increase in donations and volunteer involvement.

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SKILLSUITE • VINEYARD, UT

SEP 2019 – APR 2021

SkillSuite is a training for business employees. SkillSuite helps businesses minimize the headache for training and employees and makes it easy for business leaders to share training materials and track employee progress.

- Developed corporate logo, branding and style guide, using Illustrator and other design tools, to establish a professional look for the growing company, which created a successful launch for the company.
- Designed an entire piece of software from the ground up as the sole UX/UI designer, while collaborating with a team of 6 developers and 1 stakeholder and guided it through beta testing and to launch for the first few paying customers, resulting in gaining 75+ successful beta users and the first three paying customers upon launching the product.
- Redesigned a new Course Builder experience, from wireframing to prototyping, to simplify and improve the

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SKILLS

EXPERIENCE DESIGN

Adobe XD, Roadmapping and sprint planning, Wireframing concepts demonstrating user flows, Creating and usability testing interactive prototypes, Mobile compatibility

WEB DESIGN

Website Design, Wordpress, Shopify, CSS & HTML, HTML Email Marketing Design, Mobile compatibility

BRANDING DESIGN

Logo Design, Branding, Style Guide

MARKETING DESIGN

Photoshop, Illustrator, Indesign, Adobe Acrobat Pro, Layout Design, Marketing Design, Book Design, Card Design, Swag Design, Keynote/Powerpoint

SOFT SKILLS

Strong Work Ethic, Collaboration (across teams), Fluent in English & Spanish; Advanced in Portuguese, Empathy, Self-Starter, Natural Leader, Problem Solver & Problem Discovering, Understanding of the development process, Understanding and proper use of design principles, Instructing, aiding, and mentoring to ensure principles and concepts are understood and applied correctly

EDUCATION

BA GRAPHIC DESIGN
& BUSINESS MANAGEMENT MINOR
Brigham Young University

process for building and assigning a course, which increased ease of use by 85%.

- Redesigned the dashboard experience, from wireframing to prototyping, to highlight the main CTA's and important status and release updates, resulting in easier access to the most common user actions.
- Developed and created a new User Groups experience, from wireframing to prototyping, to replace the previous Organization feature, which decreased confusion for setup and increased groups, users and permissions being set up correctly by 95%.
- Developed and designed a new Flows feature, from wireframing to prototyping, to allow for multiple actions (e.g., enrollments, notifications, etc.) to be set up and automated that related to one or more courses, resulting in users saying this was a more powerful tool than they have seen elsewhere.
- Redesigned the enrollment experience to make it easier for admins and learners to view their enrollments without having to log into separate portals, leading to less confusion for how admins could see their own course enrollments.
- Wrote and designed SkillSuite documentation to help new users access tutorials for different software features which cut down support time communications for the customer support team.
- Conducted usability testing through collecting feedback from users and testing the developers code before rolling out new features, resulting in quality feature releases or fixes.

USER EXPERIENCE DESIGN BOOTCAMP INSTRUCTOR & MENTOR

MAY 2016 – SEP 2016

DEV MOUNTAIN • PROVO, UT

DevMountain is a design, analytics, cybersecurity, and coding bootcamp founded in 2013 by professionals who had their lives dramatically changed by learning tech skills. The DevMountain brand specializes in immersive, in-person, and courses.

- Educated and mentored 4 different class groups (of approximately 15 students in each group) that had a 75% success rate of students getting hired for UX design jobs upon completing the bootcamp.
- Taught and mentored over 20 classes, working alongside another instructor or mentor for each class.
- Taught classes focused on design principles for use in interface design, with responsibility for creating slides for the lessons using provided course content.
- Critiqued student's work in class and answering questions regarding their projects and being involved in group activities like discovering user personas and user flows to help aid students in their learning.

LEAD GRAPHIC AND UI DESIGNER

FEB 2009 – APR 2013

QUALTRICS • PROVO, UT

Qualtrics is a data collection tool to help businesses make informed decisions and has 7 offices around the world in 5 different countries. It includes 13k+ top global companies like FedEx, Sony, Hewlett Packard, and Coca-Cola. I worked on a team of four designers that delivered customized designs for these clients, developed designs to help promote Qualtrics, as well as collaborate with developers to provide excellent user experiences.

- Grew and managed a team of four designers, which allowed us to keep up with the demand of the ever-growing sales team and client growth.
- Designed and created a corporate identity system, using Illustrator and other design tools, resulting in an established professional look for the growing company.
- Created a new library of survey templates, using CSS, HTML, Photoshop and Illustrator, to provide users with more modern designs that better served their needs.
- Designed and coded customized interfaces for all new clients (several hundred of Fortune 100 and 500 companies and other businesses) to match their branding, using CSS and HTML, Photoshop and Illustrator, resulting in happier customers because they could blend our product into their systems and have consistent branding and design.
- Collaborated with developers to fix coding issues or conflicts with the template library or customized templates to ensure an excellent user experience. This led and contributed to a new UI/UX team that met weekly to review digital designs to ensure quality designs and user experiences across the company.
- Created sales documents that increased sales by 25% at corporate conferences.
- Designed a Qualtrics University website that helped new and existing users find resources to learn how to use the software and cut down time for the support team who had to answer frequently asked questions.
- Designed an onboarding package to welcome new clients, which increased client retention. This included the packaging, Qualtrics training and research books, swag, and welcome card.