

MARLA C. WRIGHT

Visual Design | User Experience | Customer Service | Teaching & Education | Business Administration



Profile

Driven, tenacious professional, rock star mother of 3, and aspiring UX designer with a lifelong passion for learning and proactively accomplishing any task at hand. Throughout career as an educator, customer service representative, and business administrator, strived to get to the bottom of problems while implementing best practices, designing creative solutions, and propelling objectives forward.

Relevant Professional Experience

The Wright Designs

UX Designer

West Jordan, UT

2023 – Present

Recently pivoted to pursue dream of becoming a full-time User Experience / Visual Designer — helping freelance clients bring big ideas & consumer-centered experiences to life that unlock opportunity and drive results. Seeking to join the UX or Design team within a brand or agency — contributing to the delivery and execution of priority projects.

Granite School District

Secondary English Educator

West Valley City, UT

2019 – Present

Entered academia to pursue the passion for sharing knowledge and developing the talents of others — designing courses (including syllabus) in line with core standards, instructing 200+ students per year, and receiving recognition as a "Proficient" Educator.

HONK Technologies

Roadside Assistance Coordinator

Provo, UT

2019

Brought on by the digital towing and roadside platform company as a member of its customer support team — demonstrating excellent customer service skills and growing into a top team contributor that regularly exceeded productivity goals and achieved an average customer satisfaction score of 94/100.

Symbii Home Health and Hospice

Office Manager

Provo, UT

2017 – 2018

Referred into the home health & hospice service to serve as Office Manager and Jill-of-all-trades for its Provo office — streamlining the branch's billing & scheduling processes to grow service revenue.

Jordan School District

Substitute Teacher

South Jordan, UT

2016 – 2017, 2023 – Present

While gaining teaching credentials, supported Jordan School District as a substitute teacher on a consistent basis — educating a broad spectrum of the student population.

Rock Star Mom & Volunteer

2007 – 2016

Initially devoted full-time energy to motherhood, community & educational support, and giving back through volunteerism.

Education & Training

The University of Utah

UX/UI Design Certificate | 2023

Technical Writing Fundamentals

Salt Lake Community College | 2022

Utah State University

BS, English Teaching | 2010

Competencies

User-Centered Experience Design

Creative Ideation • Design Thinking • UX / UI • User Onboarding Flow • Visual Design • Information Architecture • Wireframing • Prototyping

Insights & Validation

User Research • Data Analytics • Customer Journey Mapping • Market / Competitive Analysis • A/B & Usability Testing

Project Management

Cross-Functional Team Coordination • Project Budgeting & Scoping • Timeline & Resource Management

Software Tools

Bootstrap • Figma • FigJam • Miro • Canva • Trello • Sketch • Figma • Microsoft Office Suite (Word, Excel, PowerPoint)

Programming Languages

HTML5 • CSS3 • jQuery

Qualifications

Precise, detail-oriented professional who can assimilate new information, provide reliable data, and accomplish any task at hand.

Passionate about identifying issues, extracting insights, and presenting solutions that solve complex problems.

Proactive, resourceful, and customer-service-oriented team player with extensive integrity, tact, and flexibility.

Positive, organized self-starter — effective at personal relations, conflict resolution, and navigating complex situations.

Skilled at shifting priorities using a high degree of sound judgment and professionalism.

Detail-oriented and collaborative big-picture thinker with excellent written and oral communication skills.

Thrives in driving simultaneous projects to successful conclusions — with grit, determination, and a smile.

Licenses

Professional Educator | Secondary Education Endorsed in English & Sociology

Utah State Board of Education | 2021 – 2026