

# Mike Newbry

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I'm a UX Designer with 10 years of professional experience in marketing and design, 7 of which have been in the tech industry.

## Skills and Technologies

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HTML, CSS (SASS, LESS) • Prototyping and wireframing tools like Sketch, InVision, Adobe XD, Balsamiq • A/B User Testing and Data Collection • MVC Frameworks, Front-end libraries like Foundation and Bootstrap • WordPress and pretty much any other CMS • JSON, XML, YAML • Adobe Creative Suite (yes, all of it) • GIT • HTML email campaigns • AdWords, Google Analytics and other APIs • Some experience working with the following: JavaScript, PHP, React, Apache Velocity, MySQL, RESTful Services, Domo, Pendo

## Employment

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**Christopherson Business Travel**

**UX Designer/UI Developer**

**2014 - Current**

As Christopherson Business Travel has grown, I've worn several hats. My primary role has been UX design, but I've also been the lead developer on several website projects. I've contributed to the front-end development on our SaaS application, AirPortal, which has over 100,000 active users.

- Implemented data-driven design strategies for new product features
- Helped redesigned our SaaS application to be mobile responsive and contributed other design improvements
- Won the 2014 Travel Weekly Magellan Silver Award for outstanding travel website ([andavotravel.com](http://andavotravel.com))
- Wrote some pretty darn nice code that was easy to read and maintain
- Became the go-to guy in the company for any graphics, photo/video work that was done in-house

**Incite Response**

**Web Developer/  
Digital Marketing Specialist**

**2013 - 2014**

Incite Response is a full-service marketing firm that specializes in online marketing for hotels across the nation. I was contracted for 5 months to launch a few new websites and email campaigns.

- Converted client websites to responsive designs
- Lead the development and execution of digital marketing campaigns
- Designed and coded device responsive mass email campaigns and web applications
- Directed the brand development of proprietary marketing applications

**Profectus  
Independent Marketing**

**Web Developer/  
Business Owner**

**2011 - 2013**

Profectus was more than just freelance work. I ran a miniature full-service marketing agency, doing everything from web development, hosting and SEO, to advertising and media purchasing, retail design and consulting, social media, PPC campaigns, product photography, commercial video production and more.

- 92% of my clients reported increased sales
- Hosted client sites, email and web applications on virtual dedicated servers
- Created and managed email campaigns using Constant Contact and Vertical Response
- Drove traffic to client sites through organic and paid SEO campaigns

## Education

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**B.A. Mass Communications  
(Advertising and Public Relations)**

**Idaho State University**

**2007 - 2009**

- Nominated to National Honors Society

**A.A. General Studies**

**Brigham Young University - Idaho**

**2001 - 2005**

## Recommendations

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"Mike and I worked together for about 3 years at Christopherson Business Travel. When Mike first joined the team he was eager to get to work and quickly raised the bar with his level of work. I was always amazed by his ability to keep simplicity in design yet be able to invoke positive emotions through the user experience. I was also impressed by his desire and dedication to learn new skills that were beyond his job requirements, such as advanced javascript and other programming concepts.

Mike is the kind of person that wouldn't hesitate to admit a mistake. Under those circumstances he would work hard to understand, accept and resolve the problem and then move forward. He was such a pleasure to work with and he made our team culture fun and enjoyable, yet professional. I would certainly welcome future opportunities to work with him again."

**—Kurt Stauffer**  
**Back End Engineer**  
O.C. Tanner

"There are couple things that make a job really enjoyable: the awesome personalities you interact with everyday and witnessing their talent as they perform their specialized tasks. Mike was one such co-worker.

He was a joy to be around because of his truly, congenial spirit and wit, and the ease with which he seemed to perfectly articulate the functions of the products we sold.

Whether it was a prototype, new to us ,or a flux capacitor, Mike had the talent to present an eloquent, mental image via words."

**—Rick Odell**  
**Product Photographer**  
DBL Distributing