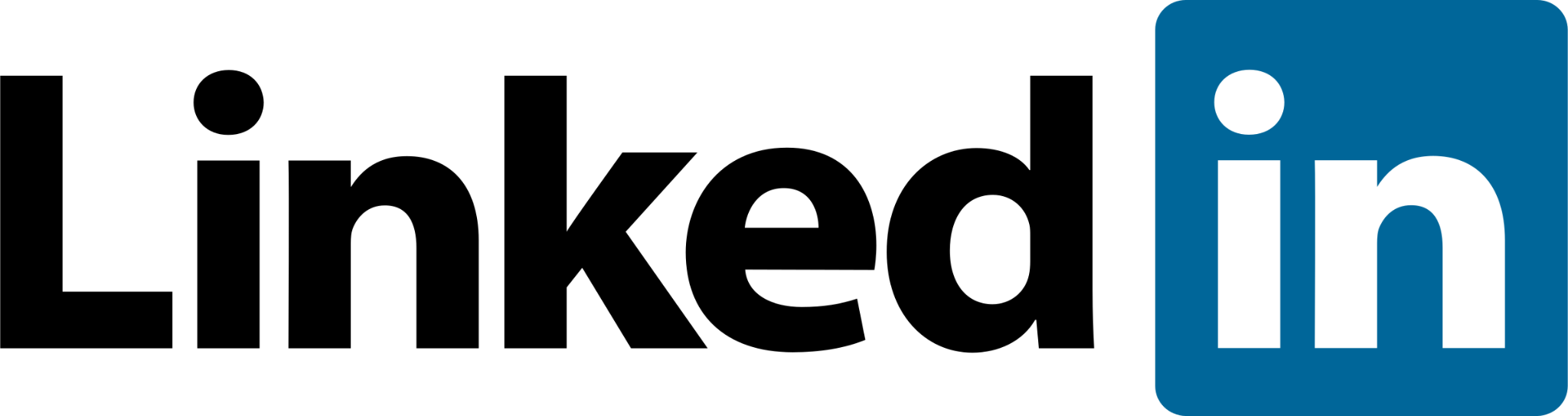
**CRYSTALYNN MEYER** 

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# SUMMARY

Expert UX/UI Designer with 10+ years of experience leading teams and helping companies take a user-centric, empathetic approach to significantly improve the overall user experience for their customers. Advocate for the end user and a key collaborator within all levels of the organization that brings a strong development background, informing and balancing user needs with technical application.

# EXPERIENCE

**Modere – Springville, UT** (May 2016 – April 2025)

***Manager of Front End Development, Lead UX/Front End Developer, SEO Specialist***

* Performed User Research and Usability Testing with customers, third-party, and internal users.
* Organized and structured an information architecture system with products, content, images, videos, and other technological assets (Cloudinary, Contentstack, Wordpress).
* Designed intuitive and engaging user interfaces in Figma that facilitate smooth user interaction.
* Created and implemented visual designs on multiple websites / applications for a cohesive aesthetic.
* Built wireframes and interactive prototypes to present to C-Level Executives and stakeholders for approval before working with development for implementation.
* Produced and maintained a living design system to create cohesion throughout multiple e-commerce websites, applications, and company branding.
* Applied empathetic design strategies and user-centered thinking to solve problems for the customers.
* Collaborated with Data Team to create meaningful analytics, KPIs, and other metrics for leadership.
* Informed iterative design process based on user feedback, motivations, behaviors, and needs.
* Communicated with all levels of the business and with third-party contractors and vendors on project status, design changes, and enhancements to existing products and assets.
* Created an inspiring team environment with an open communication culture to encourage creativity.
* Set clear team goals, delegated tasks, and motivated team members through compassionate coaching.
* Oversaw day-to-day team operations and mentored team members in their growth and development.
* Kept up-to-date with industry trends and technology developments to then share information, ideas, and best practices with team members to improve their skills.
* Provided code reviews to ensure development followed company best practices, security measures, performance, and efficiency standards (HTML, CSS, SCSS, Javascript, Angular, React).
* Used communication and attention to detail with a focus on long-term strategy for design solutions.
* Wrote well-designed, testable, efficient code by using best software development practices.
* Managed and prioritized lift-and-shift to a new global content management system (CMS) and ongoing maintenance of new content contributions in multiple languages.
* Participated and coordinated with multiple teams on monthly production releases and hypercare.
* Nominated four times for MVP Award (a prestigious award given to eight employees per year).

**23 Lines – Provo, UT** (October 2015 – August 2016)

***Senior Web Designer, Developer***

* Designed personalized logos and custom websites based on individual client needs and branding.
* Utilized cross-browser development and responsive functionality to create custom websites.
* Coded custom website functionality using Javascript, jQuery, and platforms such as Wordpress.

**Life, the Universe, and Everything – Provo, UT** (February 2014 – February 2016)

***Volunteer in Advertising, Graphic Design, Web Design and Development***

* Volunteered with LTUE for a symposium of 1,500+ attendees.
* Performed User Research and organized a case study to present to major stakeholders.
* Designed a new logo and user-centric website with updated, cohesive branding for the organization.
* Built new website with custom graphics with user experience top of mind (HTML, CSS, Javascript).
* Migrated content and images to new website with focus on performance and quality.
* Worked with the Marketing team to promote events and raise awareness in the community.
* Aided multiple teams within the organization with miscellaneous tasks during the events (filming, registration, website maintenance, customer support, account management, etc.)

**Infogenix – Provo, UT** (June 2008 – October 2015)

***Web Designer/Developer***

* Developed and styled custom websites for clients with responsive design and cross-browser compatibility along with company branding in mind.
* Integrated Javascript, jQuery, Perl, and PHP elements to work with custom designed websites.
* Updated e-commerce and backend templates to match designs (Wordpress, Joomla, Magento).
* Built multiple information architecture systems to manage content for easy maintenance.
* Designed personalized logos and custom websites based on individual client needs and branding.
* Earned Employee of the Month and Letter of Recommendation from CEO (available upon request).

**Heritage Web Solutions – Provo, UT** (September 2007 – May 2008)

***Web Designer/Developer, Updates Developer***

* Designed, coded, and styled custom websites based on client business needs and branding.
* Collaborated with clients on custom website builds including user experience testing and an iterative agile approach to ensure a user-centric end-result.
* Updated e-commerce and backend templates to match with custom designs and company branding.
* Evaluated client websites and made additional feature suggestions based on their specific needs.

**SKILLS / KNOWLEDGE**

**Personal Software and Technology**

- Prototypes | Wireframes | Mock-ups | User Flows - Figma | Sketch

- User Experience Design | User Interaction Design - Adobe Creative Cloud (Illustrator, Photoshop, XD)

- User Research | Usability Testing - Microsoft Office 365 (Excel, Word, PowerPoint)

- Information Architecture Expert - HTML | CSS | SCSS | JavaScript

- Strategic Problem-Solver | Quality - JIRA | Confluence | Azure DevOps (ADO)

- Strong Leadership | Management Skills | Coaching - Contentstack | Wordpress | SharePoint | Wiki

- Agile | Scrum | Kanban | Waterfall - Aha! | SmartSheet

- Communication | Organization - Angular | React | TypeScript

- Presentation | Documentation | Collaboration - Artificial Intelligence (AI)

- Prioritization | Time Management - WebEx | Zoom | Microsoft Teams | Slack

# EDUCATION

**Utah Valley University –** Focus on Design and Art, General Studies

**Granite High School –** Graduated with High Honors, AP Student, Focus on Art and Tech, Editor

# REFERENCES

**Jen Broadbent –** *Lead Product Delivery Manager and Sr. Certified Scrum Master*

Relationship: Jen and I were peer Managers in IT at Modere. We collaborated on multiple projects.

Email: [jen.a.broadbent@gmail.com](mailto:jen.a.broadbent@gmail.com)

Cell Phone: 801-228-8867

**Evan Christean –** *Web Development Manager*

Relationship: Evan was my manager initially at Modere, and later became peer Managers. Worked closely on integrating Design with Development.

Email: [echristean@outlook.com](mailto:echristean@outlook.com)

Cell Phone: 801-691-9201

**Josh Tripp –** *Software Developer*

Relationship: Josh reported directly to me for 5+ years on the Front-End Development team.

Email: [tripp4414@gmail.com](mailto:tripp4414@gmail.com)

Cell Phone: 801-645-8993