

# CONNOR LARSEN

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## CAREER

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### DESIGN

Sketch  
InDesign  
Photoshop  
InVision  
Prototyping  
User Research

### FREELANCE • Digital Design & Development • 2017-Present

Ongoing freelance digital design and website development business. Projects range from complete site builds including research, UX/UI design, and coding to marketing material and email template design. Recent clients have been in the healthcare, nonprofit, and fashion industries.

### CODE

HTML5  
CSS3  
SASS  
JavaScript  
jQuery

### SQ1 • UX Design Intern • Fall 2017

Participated in user research, A/B testing, interface design, experience design, and front end development on various projects for clients within the healthcare, hospitality, and consumer goods industries.

### STRENGTHS

FINDER  
Maximizer  
Communication  
Woo  
Achiever  
Futuristic

### NIKE • Product Merchant: Running Footwear • 2016-2017

Conducted user research in the form of focus groups and interviews to better understand consumers' product desires. Crafted personas and designed case studies to demonstrate consumer nuances within the retail marketplace. Compiled product briefs based off of this research to guide the design of future product builds.

### NIKE • Merchandising Operations Specialist • 2014-2016

Analyzed consumer purchasing data to design and compile marketplace reports for Nike's merchandising organization.

### NIKE • Supply Chain Operations Analyst • 2013-2014

Helped create and manage employee education program and learning tool.

## EDUCATION

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EPICODUS • Certificate, UX/UI Design & Development

LEWIS & CLARK COLLEGE • B.A., Psychology