



CONNOR LARSEN

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PERSONAL STATEMENT

After spending just over four years in the apparel and footwear industry at Nike, I have made a career shift into the world of digital technology. I am particularly interested in helping brands better understand and connect with their consumers by elevating their digital presence and market relevance.

I am seeking opportunities that allow me to couple my experience in product management with my newfound skills in UX/UI design and development.

STRENGTHSFINDER



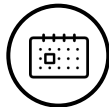
MAXIMIZER



COMMUNICATION



WOO



ACHIEVER



FUTURISTIC

SKILLS

CODE

- JavaScript
- TypeScript
- CSS
- SCSS
- SASS
- HTML
- jQuery

FRAMEWORKS

- AngularJS
- Bourbon
- Neat
- Bootstrap
- Foundation
- Materialize

TOOLS

- Git
- Gulp
- Firebase
- Bower
- NPM

DESIGN

- Sketch
- InVision
- InDesign
- Photoshop
- UI Design
- UX Design
- Responsive Design
- Iconography
- Color Theory
- Typography

QUALITATIVE

- Product Merchandising
- Product Management
- Project Management
- Branding
- Market Research
- Communication
- Data management

CAREER

2017: SQ1 - UX DESIGN INTERN

- Gathered and analyzed user data via Hotjar (a web app behavior tracking tool) to generate design recommendations for A/B testing and future product builds
- Utilized VWO to code out and deploy A/B testing campaigns
- Redesigned Sq1's internal raffle ticketing system in Sketch to provide better usability and a more streamlined user experience - built out final prototype in InVision
- Designed and built mockups and wireframes in Sketch, taking part in all aspects of the digital product creation process (research, design, and development) with a focus on user behavior and client needs

2016: NIKE - PRODUCT MERCHANT: NA RUNNING

- Participated in and collected and analyzed data from focus groups and market travel to better understand consumers' product wants and needs; relayed findings to product creation team to influence future product builds
- Served as strategic liaison linking product creation, sales, brand marketing, and demand and supply planning
- Managed Nike Running's North America limited-edition Events and Equipment businesses

2014: NIKE - MERCHANDISING INFO SPECIALIST

- Served as the Canada Integration Lead, providing recommendations and insight for incorporating Canada's pricing and operations strategies into NA Merchandising
- Created and drove a Nike Women's Run. Train. Live. process for cross-category sales sample ordering and management

2013: NIKE - PROGRAM OPERATIONS ANALYST

- Provided insight into NOW4U program growth and participant retention through analytics, helping inform future program development and expansion strategies

EDUCATION

EPICODUS

FRONT END DESIGN & DEVELOPMENT

Epicodus is an accelerated front end program focusing on the foundations of web development and design. I gravitated toward the front end track because it provided an education in UX/UI design fundamentals in addition to hard skills in programming. For my capstone project, I will work with a burgeoning social enterprise called Afrikan Clothing Co., a made-to-order apparel company with a conscience. I will help them create a brand identity and digital presence, including a microsite, and logo creation.

LEWIS & CLARK COLLEGE

B.A., PSYCHOLOGY

I focused my degree on issues of social and community psychology, completing a thesis project exploring the sense of community one can develop through digital platforms. I bring this curiosity about people to my work, always intrigued to learn more about consumers, the preferences they have, and the decisions they make when purchasing products, seeking out experiences, and engaging with a brand.