

Dale Olson

UX/UI DESIGNER

OBJECTIVE

To secure a challenging role as a UX/UI Designer, leveraging my extensive background in automotive service management/advisory to deliver innovative and intuitive solutions. With finely honed problem-solving skills and a deep understanding of customer needs cultivated over years in the automotive industry, I am poised to create user-centric designs that enhance usability and drive positive experiences for all users.

EXPERIENCE

UX/UI DESIGNER (NPO REDESIGN-NWACS.INFO)

Feb 2024/Mar 2024

Built a usability testing plan to determine what we could do for the current website. Finding that information chunking was a problem the user faced, as well as their desire to make a simple website was overrun by their bold use of red. In the redesign applying softer colors to balance out the appeal, then breaking down the information to more easily locate the desired information both on the homepage or anywhere else on the site. Proof of concept achieved with the use of 5-second testing.

UX/UI DESIGNER (USDA.GOV REDESIGN)

Jan 2024/Feb 2024

Developed user research plan working with a team of four designers working from a user path standpoint on. Determining what the USDA site's purpose is not clear on the homepage, digging deeper into the site to locate a video as to what their purpose was. Then redesigning the home page to bringing that information front and center as well as making other pertinent information found in that video more obvious.

UX/UI DESIGNER (COFFEE FIRST-APP)

Dec 2023/Jan 2024

Created user research plan including usability testing and helped develop user personas to drive product design and development. Assisted in designing user flows, wireframes, and prototypes for a mobile app. Working closely with other designers on the development team.

CONTACT

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ABOUT ME

I am passionate about designing digital experiences that are both visually stunning and intuitive, and always strive to create designs that delight and engage users.

EDUCATION

University of Utah Professional
Education

UX/UI Web Design

Nov. 2023/May 2024

SKILLS/TOOLS

User research

User interviews

Analytics

Personas

Brainstorming

Sketching

Wireframing

Prototyping

Heuristic Evaluation

HTML

CSS

Figma/Figjam

Miro

