

# DAKOTA HOLIMAN, *A People First UX Designer*

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## SUMMARY:

Enthusiastic people advocate with over 5 years of experience in product design. I excel in problem-solving through human-centric design and data-driven decisions. I've successfully aligned user needs with business objectives, leading to the creation of native and web apps, e-commerce platforms, and data tracking tools.

## EXPERIENCE:

### UX/UI Design Manager II, *Young Living Essential Oils*

June 2021 - PRESENT

- Revamped user experience across multiple products by researching, designing, and testing solutions, leading to a **38% efficiency boost** (project turnover rate).
  - Restructured e-commerce platform search field behavior, driving a predicted **\$1.2M annual increase in sales** (see portfolio case study).
  - Analyzed user journeys and reduced friction by resolving errors, decreasing time to conversion by **more than 7 minutes**.
  - Revamped a Global data management app, accommodating new currencies, languages, and local laws, driving a **385.97% increase in user engagement**.
- Advocated for the **1.2 billion people with disabilities**, using inclusive design to attract and convert new customers and affiliate marketers.
  - Developed a global design system that ensures **ADA/WCAG compliance** in preparation for EUAA 2025.
  - Implemented a branded style guide, contributing to a **14% improvement** in brand recognition (tracked through qualitative user testing).
- Introduced user research and usability tests into the design process, creating an opportunity to prioritize **positive ROI** features over unverified concepts.
- Collaborated with stakeholders, developers, and content managers, **creating efficient cross-functional relationships** and ensuring alignment across teams.
  - Streamlined downstream workflow by accurately estimating scope, bandwidth, and required resources, leading to **over 50% less project delays**.
  - Supported both Agile and Waterfall methodologies, adapting workflows to suit project needs, resulting in enhanced efficiency and **flexibility across projects**.

### Senior UX Designer/Graphic Designer, *Performance Driven Marketing*

May 2019 - June 2021

- Developed visual and digital design systems for custom websites. Increasing sales **up to 278%** (see portfolio case study.)
- Collaborated with developers to align delivery timeframes with team KPIs.
- **Directed all design projects**, delivering impactful websites and compelling print/marketing collateral, resulting in a notable rise in customer engagement.

### Visual Designer, *Freelance*

January 2017 - PRESENT

- Delivered comprehensive design services including web design, logo and brand ecosystems, layout and print materials. Focused on supporting small businesses with a professional appearance in every way possible.
- Contracted with a small batch coffee roaster, creating digital advertisements, cafe signage, and packaging materials. Contributing to the company's expansion into local cafes, supermarkets, and WinCo stores.

## EDUCATION:

### Bachelor of Fine Arts, Graphic Design

Southern Utah University, *College of Performing and Visual Arts*

2016 - 2018

- GPA 3.78
- Graduated Magna Cum Laude
- Dean's list every semester
- Founder's Scholarship

### Associate of Science, Integrated Engineering

Southern Utah University, *College of Science and Engineering*

2012 - 2014

- GPA 3.84
- President's Award for Outstanding Academic Excellence
- National Society of Collegiate Scholars
- Dean's list 3 of 4 semesters

## HARD SKILLS:

UI/UX/Product Design, Prototyping, User Testing, Design Systems, Figma, Adobe CC, A/B Testing, Responsive Design, Visual Hierarchy, CSS, HTML, Wireframing, Motion Graphics, HCI Design, High-fidelity Interfaces, Color Theory, Accessibility (WCAG/ADA), Print Design, Information Architecture, Applied Branding, Data Visualization.

## SOFT SKILLS:

User Advocacy, Empathy, Curiosity, Problem-Solving, Project Management, Heuristic Evaluation, Critical Thinking, Collaboration, Communication, Creativity, Adaptability, Attention to Detail, Leadership, Time Management, Organization, Resilience, Open-Mindedness, Reliability.

## REFERENCES

**Andy Untch:** (330) 904-0763

**Dave Wade:** (801) 326-0582

**Victor Hubbard:** (801) 326-0582

View my portfolio at [dakotaholiman.com](https://www.dakotaholiman.com)