



MARK LAPOINT

UX/UI CONSULTANT

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Email: marklapoint@gmail.com | [LinkedIn](#) | [Portfolio](#) | [GitHub](#)

Experienced web designer, using the latest UX/UI tools and concepts to create and redesign websites and apps that help users achieve their goals. Conducting user research to discover pain points; illustrate user journey/empathy/affinity maps; discover and implement solutions by creating wireframes for user testing all the way to UI design and site development.

TECHNICAL SKILLS

HTML, CSS, GitHub, Bootstrap, JavaScript, Responsive Website Design, Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, Journey Maps, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis, Design Thinking.

Tools: Figma, Adobe XD, Miro, Visual Studio Code, Wordpress, MySQL, GitHub, Trello, Agility, Adobe CC

EDUCATION

UX/UI Bootcamp, University of Utah 2021

BFA Advertising Design, Art Center College of Design, Pasadena, California.

EXPERIENCE

Summary:

Website Design and Development **20+ years** | Wordpress **10+** | Interactive Design **20+** | HTML/CSS **20+**
Graphic Design and Art Direction **30+**

Effekt Marketing Partners • Owner

2008-Present • Salt Lake, Utah

Studeo Direct • Art Director

2006-2008 • Salt Lake City, Utah

Backcountry.com • Graphic Designer

2005-2006 • Park City, Utah

Spiker Communications • Sr. Art Director

2003-2004 • Missoula, Montana

Creative Assets/Filter • Art Director/Designer

2001-2003 • Seattle, Washington

Copacino+Fujikado • Graphic Designer

1999 to 2001 • Seattle, Washington

Big Bang Idea Engineering • Freelance Art Director/Designer

1998-1999 • Seattle, Washington

Creative Assets/Filter • Art Director

1995-1999 • Seattle, Washington

Livingston+Co • Art Director

1992-1995 • Seattle, Washington

NWayer • Art Director

1990-1992 • Los Angeles, California

Jim Cox Advertising • Jr. Art Director

1989-1990 • Pasadena, California

AWARDS

Utah Addys: Intermountain Guitar & Banjo.

INTERESTS

Fine art painter, photography, filmmaking.