



# MARK LAPOINT

## UX/UI CONSULTANT

7287 Hickory Hill Circle  
Cottonwood Heights, UT 84121  
(801) 879-6802

**Email:** [marklapoint@gmail.com](mailto: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.

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## 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

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## EDUCATION

UX/UI Bootcamp, University of Utah 2021

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

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## 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.