

## Contact

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## Top Skills

UX/UI Design

E-commerce Optimization

Front-End Development

# Savelle McThias

Digital Experience Leader | UI/UX Designer & Front-End Developer |  
AI-Augmented Design & Development  
Scottsdale, Arizona, United States

## Summary

Digital experience architect with 18+ years transforming business objectives into exceptional user experiences. I specialize in leveraging AI-powered tools and modern frameworks (React, Angular, component-based architectures) to accelerate product development while maintaining design excellence. My expertise encompasses AI-enhanced design workflows, atomic design systems, data-driven UX research, A/B testing, digital marketing strategy, and cross-functional team leadership. I combine traditional UX principles with cutting-edge solutions—using AI for rapid prototyping and intelligent automation alongside contemporary frameworks—always in service of meaningful business outcomes and delightful user experiences.

## Experience

Savelle LLC

Founder & Principal Designer

March 2021 - Present (4 years 9 months)

Scottsdale, AZ

Providing comprehensive digital experience design and development services to clients across multiple industries. Specializing in AI-augmented workflows that accelerate delivery timelines while maintaining design quality. Leveraging modern frameworks and design systems to create scalable, maintainable solutions that drive measurable business results.

Green Compass, LLC

Digital Experience Director

February 2024 - November 2024 (10 months)

Scottsdale, AZ

Led comprehensive digital transformation initiatives, implementing modern development practices and data-driven strategies to optimize performance and user engagement.

- Architected and executed multi-channel digital marketing strategies, leveraging analytics and customer insights for campaign optimization and measurable business growth
- Built and mentored a high-performing digital marketing team, fostering innovation and implementing agile workflows to improve collaboration and delivery speed
- Spearheaded development of component-based design systems and reusable pattern libraries to ensure brand consistency and accelerate production velocity
- Directed responsive web development projects using modern frameworks, ensuring optimal performance, accessibility compliance, and seamless user experiences across all devices
- Established robust analytics infrastructure with custom dashboards for real-time performance monitoring, reporting, and ROI tracking
- Led comprehensive UX research initiatives including wireframing, prototyping, and usability testing to validate design decisions and drive continuous improvement
- Integrated marketing automation platforms and personalization strategies to enhance customer journey optimization and engagement
- Delivered end-to-end design solutions from conceptual wireframes to high-fidelity mockups for digital and print collateral, maintaining brand integrity across all touchpoints
- Collaborated cross-functionally with sales, product, and executive teams to align digital initiatives with overall business objectives

iFoodDS

UI/UX Designer

January 2020 - March 2021 (1 year 3 months)

Scottsdale, Arizona

Modernized user experience for a complex agriculture SaaS platform serving both mobile and desktop users, significantly improving usability and user satisfaction.

- Redesigned core application workflows based on user research and behavioral analytics, reducing task completion time and support tickets
- Implemented responsive design patterns and modern JavaScript frameworks to create seamless experiences across device types
- Collaborated with backend developers to optimize API integration and front-end performance
- Developed interactive prototypes for stakeholder presentations and user validation testing

**SyberSafe**

**Front-end UI Developer**

February 2019 - November 2019 (10 months)

Chandler, Arizona

Contributed to the design and development of a cybersecurity compliance SaaS platform as part of a cross-functional development team.

- Built scalable UI components using Angular and .NET frameworks, adhering to modern development best practices
- Created comprehensive brand identity and marketing collateral aligned with cybersecurity industry standards
- Implemented responsive layouts optimized for complex data visualization and dashboard interfaces
- Collaborated in agile sprints, participating in code reviews and contributing to technical documentation

**Plexus Worldwide**

**UI/UX Designer**

August 2016 - February 2019 (2 years 7 months)

Scottsdale, az

Pioneered digital design function for marketing team, leading three major platform redesigns and establishing foundational design systems.

- Architected and designed custom e-commerce platform, ambassador replicated site builder, and back-office dashboard serving thousands of users
- Developed atomic design system with comprehensive Sketch component library and Angular implementation, improving design-to-development handoff efficiency by 60%
- Conducted extensive A/B testing, cognitive walkthroughs, and analytics analysis to inform iterative design improvements
- Engineered custom landing pages, contest web applications, and email templating systems
- Designed and developed custom WordPress themes and plugins, ZenDesk themes, and SharePoint integrations
- Collaborated with development team to ensure design system consistency across multiple platforms

### PetSmart

Senior Web Designer

September 2015 - July 2016 (11 months)

Greater Phoenix Area

Contributed to major e-commerce redesign initiative focused on conversion optimization and enhanced user experience.

- Participated in comprehensive site redesign based on A/B testing, heat mapping, and user behavior analysis
- Managed homepage experience and promotional campaigns, including high-profile partnership with Universal Studios for The Secret Life of Pets
- Optimized checkout flows and product discovery experiences to increase conversion rates
- Collaborated with merchandising and marketing teams on seasonal campaigns and product launches

### HomeSmart

Web Developer/Designer

April 2015 - September 2015 (6 months)

Phoenix, Arizona Area

Designed and developed digital tools for real estate professionals, focusing on intuitive dashboard experiences and lead generation.

- Created user-friendly agent dashboard for property search and client management tools
- Developed responsive landing pages, email campaigns, and social media assets
- Built and maintained company blog with custom WordPress implementation

**Simple Sites**

Interactive/UX Designer

October 2014 - April 2015 (7 months)

Scottsdale, Arizona

Delivered custom website design and development services for diverse client portfolio, emphasizing brand storytelling and user engagement.

- Designed and developed bespoke websites for Mike Love, Sarkissian Mason, and Bare Minerals
- Provided comprehensive brand development and strategic consulting
- Managed client relationships and translated business requirements into compelling digital experiences

**Xhibit Corp**

Visual Designer

February 2012 - May 2013 (1 year 4 months)

Tempe, AZ

Led visual design for high-profile interactive experiences and digital campaigns.

- Directed visual design for beachboys.com redesign and brand refresh
- Created interactive vehicle customizer for General Motors 2014 Chevy Silverado launch campaign

- Designed Medaire iPad application interface and Rich Dad Poor Dad digital marketing assets
- Developed video teasers and promotional materials for multi-channel campaigns

### Zion & Zion

Design and Interactive

July 2006 - July 2011 (5 years 1 month)

Tempe, AZ

Designed and developed diverse digital experiences ranging from interactive museum exhibits to e-commerce platforms.

- Created interactive digital exhibits for Arizona Science Center, enhancing visitor engagement through technology
- Led agency website redesign ([zionandzion.com](http://zionandzion.com)) and developed digital strategy
- Designed high-end print collateral for Sotheby's luxury real estate marketing
- Developed custom touchscreen application for Imperial Wholesale kitchen tile selection
- Produced TV commercial and landing pages for Premier Pools
- Managed design and development for small to mid-sized client portfolio

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## Education

Collins College

BA in Game Design, Game Design, Graphic Design, Computer Science,  
Computer Arts · (2003 - 2006)