

MARK HILL

SUMMARY

Skilled candidate educated in both digital media and communications seeks to enhance the user experience through strategic design, functionality and media production.

Portfolio available at www.kabutch.com

SKILLS

- User Interface/User Experience Design
- Pixel-perfect HTML, CSS
- Print Design
- Writing for Multimedia/Copy
- Video Editing
- Design Software (Creative suite)

EXPERIENCE

EXACTRAIL – Provo, Utah March, 2012 – Present
Creative Director

- Engage consumers with compelling advertising
- Improve usability and conversion on ExactRail's online retail site
- Oversee re-design of subsidiary online social network site TrainLife.com
- Maintain social media presence (Increased Facebook likes from 7,000 to over 14,000 in just 5 months)
- Add life and personality to the often stale industry of model railroading

ORANGE SODA – American Fork, Utah Aug, 2011 – March, 2012
Visual User Experience Developer

- Communicate UX needs to developers and product owners
- Create interfaces that are focused on usability and functionality
- Convert mockups into pixel perfect, functional interfaces
- Work closely with the product owner, interaction developer, and back-end developer to ensure a quality product

DESERET BOOK COMPANY – Salt Lake City, Utah Nov, 2010 – Aug, 2011
Graphic Designer

- Collaborate with marketing team regarding messaging, promotions, displays, etc.
- Design and develop compelling interfaces for web and mobile devices
- Draft concepts for effective visual communication
- Write copy for email newsletter and promotions
- Design artwork for emails and other online marketing material
- Package and display design

APPTIME – Provo, Utah March, 2010 – Aug, 2010
User Interface and Web Designer (Contract)

- Translate user needs and site goals into design mockups
- Convert designs into functioning web interfaces
- Coordinate backend requirements with developers
- Innovate new methods for presenting genealogical data and tools

ACR INTERNATIONAL – Provo, Utah

March, 2008 – March, 2010

Senior User Interface and Visual Designer

- Create engaging user interface designs for web applications
- Design artwork for online marketing
- Draw wireframes and full color mockups of design/layout concepts
- Create designs for apparel, media kits, news paper ads, fliers and banners
- Optimize images and graphics for web
- Assist in editing and shooting promotional videos
- Write advertising scripts for radio and television
- Produce video tutorials for site features
- Aid in the production of live broadcasts
- Present design concepts and mockups to stakeholders for approval
- Write and present requirement documents to stakeholders for approval
- Perform usability and functionality testing, document results

UTAH VALLEY UNIVERSITY – Orem, Utah

Jan, 2008 – March, 2008

Web Development (work study)

- Perform content updates on UVU.edu
- Provide assistance to developers as needed

PARK CITY TELEVISION – Park City, Utah

May, 2007 – Aug, 2007

Production Assistant/Intern, Mid-day Show

- Edit packages and interviews
- Operate camera during live show
- Monitor audio levels during broadcast

HERITAGE YOUTH SERVICES – Lindon/Genola, Utah

April, 2006 – April, 2008

Youth Counselor for high-risk teens

EDUCATION

UTAH VALLEY UNIVERSITY – Orem, Utah

Reporter/Anchor for UVX NEWS, Focus-On Utah Valley

- BACHELOR OF SCIENCE, COMMUNICATION
- BACHELOR OF SCIENCE, DIGITAL MEDIA

Dec, 2010
April, 2009

LDS BUSINESS COLLEGE – Salt Lake City, Utah

President of Advertising Committee

- ASSOCIATE OF SCIENCE, GENERAL STUDIES

April, 2005

INTERESTS

Hiking, Cycling (MTB/Road), Camping, Guitar, Drawing, Football, My Wife, Food