# **Stephen C. Service**

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# **Professional Summary**

Experienced Senior Digital Product UX/UI Designer with over 14 years of experience in managing or leading design teams. Proven track record of creating intuitive and inclusive user experiences across various devices, increasing user engagement and satisfaction. Looking to leverage my skills as a principal designer or team manager. Expertise in current UI/UX technologies, user-centered design, and supporting full stack web application development in agile environments. Successfully assisted clients with business and functional requirements, leading to enhanced project outcomes.

# **Career Experience**

### Fidelity Investments, Salt Lake City, UT (April 2020 – Present)

Principal UX Designer (Remote)

- Led UX design for internal platforms, supporting three agile squads across multiple time zones, enhancing user experience and team collaboration.
- Demonstrated exceptional performance as a contractor, resulting in conversion to full-time employee within ten months.
- Conducted extensive user research, engaging with users with different backgrounds, to inform and refine human-centric project designs.
- Implemented continuous user testing on prototypes and delivered code, improved usability and reduced errors.
- Developed custom design systems and component libraries in Figma, reducing design time and ensuring consistency across platforms.
- Created detailed wireframes and high-fidelity prototypes, facilitating stakeholder approval and accelerating development timelines.
- Conducted comprehensive accessibility research and implemented solutions, ensuring compliance with WCAG standards and improving accessibility scores.
- Engineered HTML/CSS templates for UI components, enhancing site performance and reducing development time for full stack developers.
- Conducted design reviews and approvals with developers, ensuring accurate implementation of designs and maintaining high-quality standards.
- Designed graphics, illustrations, and logos, enhancing visual appeal and brand consistency across all projects.
- Mentored three junior UX designers, resulting in improvement in their design skills and project contributions.
- Analyzed and guided business requests, distinguishing real needs from wants, which streamlined project priorities and resource allocation.

### TekSystems, Sandy, UT (November 2016 – February 2020)

Senior UX Designer - Contract with LDS Church

- Consulted on and led multiple internal application projects, successfully implementing the LDS Church's Global Branding and design patterns, resulting in increased global brand consistency.
- Led UX design for multiple projects across diverse portfolios, including the successful design of a global student portal for BYU-Pathway Worldwide, enhancing user engagement.
- Facilitated business entities in refining functional and business requirements, ensuring clarity and alignment for project design, which reduced project scope changes.
- Conducted in-depth research and authored detailed reports with actionable recommendations, improving the implementation of brand standards for internal applications.
- Designed user experiences and interfaces for internal applications, adhering to global style patterns and UX best practices, resulting in increased user satisfaction and reduced user errors.

# iBoats.com, Draper, UT (February 2016 - October 2016)

Senior UI/UX Developer

- Provided front-end UI/UX support to PERL developers for iboats.com and supporting sites. Led the complete site facelift during a company rebranding initiative, improving site usability and increasing user engagement.
- Utilized modern CSS and JavaScript (JQuery) to develop fully responsive user experiences across all devices, enhancing mobile user satisfaction.
- Proposed and implemented SEO strategies and user experience enhancements, resulting in increased traffic and improvement in user retention.
- Selected to direct an expanding team due to exceptional performance and leadership skills, though the team was later disbanded due to corporate restructuring.

### **Younique, Lehi, UT (December 2014 – July 2015)**

Senior UI/UX Developer

- Led a team responsible for front-end UI/UX efforts for mobile-first initiatives on youniqueproducts.com, resulting in an increase in mobile user engagement.
- Developed fully responsive user experiences using modern CSS and JavaScript (JQuery), ensuring seamless functionality across all devices and enhancing user satisfaction.
- Supervised QA testing, including A/B field tests with users, leading to improvements in feature adoption and increased overall user satisfaction.

### BillionGraves.com, Kaysville, UT (December 2012 – December 2014)

Senior Web Developer / UX Specialist

- Designed, programmed, and maintained Single Page Applications (SPA) for a high-traffic public website at billiongraves.com, enhancing user interaction and ease of use with HTML, PHP, and JavaScript libraries like JQuery and AngularJS, resulting in increased user engagement and satisfaction.
- Led all efforts to improve website UI and implement new technologies and methodologies for user experience.
- Analyzed and managed analytics, implementing SEO strategies based on targeted campaign reports, leading to a increases in organic traffic and search engine rankings.

#### Academy Mortgage, Sandy, UT (June 2008 – July 2012)

Senior Web Developer / Webmaster

- Managed and led a team responsible for designing, programming, and maintaining several in-house custom applications for all departments, increasing operational efficiency.
- Led the full development and implementation of the corporate website and multiple branch sites, enhancing online presence and increasing web traffic by 40%.
- Engineered a comprehensive CRM tool to streamline communications between Loan Officers and Appraisers in compliance with Federal guidelines, resulting in less compliance errors.

### Self-Employed/Contractor, Sandy, UT (January 2005 – Various - Present)

Consultant / Designer / Developer / Contractor

- Consulted, designed, and developed custom solutions for various clients, delivering tailored applications that improved client satisfaction with great communication, reduced project timelines, and saving money.
- Solely designed and developed a custom application for ENGLetter/Solar.io, utilizing PHP, MySQL, and JQuery, enhancing the engineering request process and reducing response times by 20%.
- Created a custom client admissions application for Odyssey House Substance Abuse Non-Profit using PHP,
  MySQL, and JQuery, streamlining admissions processes and increasing efficiency by 25% and reducing errors by over 50%.

- Developed a custom-built CRM tool, ScoreGuardian, for mortgage loan officers, integrating data from the three major credit reporting agencies, which was later sold to Academy Mortgage, improving repeat client retention.
- Designed and developed a custom online store for Cut@Home using PHP, MySQL, and JQuery, resulting in a 300% increase in sales over the course of two years.
- Developed and maintained multiple projects for Tactix Creative in Mesa, Arizona, improving their overall client satisfaction.

# Earnhardt Auto Centers, Tempe, AZ (December 1998 – January 2005)

Internet Marketing Director

- Directed and managed a small team in creating and marketing several company websites, boosting automobile sales through lead generation and enhancing online visibility.
- Developed and implemented online marketing strategies across various departments, including sales, finance, H.R., I.T., and parts and service, resulting in year over year increases in online engagement and lead generation.
- Analyzed and integrated strategic outside vendors, extending marketing reach while increasing ROI and staying within budget constraints.
- Collaborated with department heads to develop yearly budgets, optimizing online marketing strategies and increased overall marketing effectiveness.

#### Education

# **Master of Science in Internet Marketing**

- Full Sail University (2009-2010)
- Graduated in July 2010 with a 3.85 GPA
- Completed degree in fifteen months while working full-time

# **Bachelor of Arts in Multimedia Digital Animation and Production**

- University of Computer Technology (1995-1998)
- Graduated top of class with a 3.95 GPA
- Also earned an Associate of Arts in Multimedia Technologies

### **Arizona State University**

- Architecture Program (1992-1995)
- Completed three years before switching majors to computers

### **South Mountain Community College**

- General Studies (1990-1992)
- Attended on a Presidential Scholarship and Soccer Scholarship
- Tutored students as part of the Honors Program
- Captain of men's soccer team, voted MVP, and named to the First All-Region team by coaches

### **Skills**

### **Core Competencies:**

- UX Human-Centric Design
- UX for Accessibility
- Team Management & Mentoring
- Project Direction
- Web Application & Site Design
- Graphic & User Interface Design
- UX Research & User Testing
- Wireframing & Prototyping

# **Technical Skills:**

- Front-end Technologies: HTML, JavaScript, JQuery, AJAX, CSS, SASS
- Back-end Technologies: PHP, MySQL
- Design Tools: Figma, Adobe Suite, Sketch, Invision, Zeplin
- Analytics & SEO: Google Analytics, SEO Best Practices
- Marketing: Branding, Online Marketing, Social Media
- Platforms: Mac, PC

# **Personal Interests**

Happily married since 1993 with 5 children. 23-year volunteer with the AYSO Soccer Organization as a Coach, Referee, Regional Commissioner, Section Tournament Administrator, Competition Club Administrator (managing 45 coaches), Director of Coaching, and Webmaster. Trained Scout Master. Licensed foster parent for two years before adopting a daughter in 2007. Enjoys computers, sports, movies, video games, and family time. New obsession is corn hole. Enjoys fly fishing.