

# Bruce A Whitesides

# Product & Graphic Designer

Designer with 6+ years of experience in solving customer interactions through visuals and UX/UI design.

## Get in touch



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Salt Lake City, UT 84103

## Experience

### Creative Lead

Jul 2023 – Present

Archnemesis

A startup with a small team focused on crafting compelling brands that not only resonate with clients' values but capture target audiences' attention.

- Conceptualized and crafted visual identities aligned with brand values, ensuring resonance with target audiences.
- Orchestrated branding initiatives that enhanced brand recognition and audience engagement.
- Fine-tuned design concepts and strategies based on client feedback to improve results.

### Product And Design Lead

Nov 2022 – Jun 2023

NDA Startup | *Freelance*

Launched a new dating app in the USA updating the brand's look and feel while improving the users journey throughout the product.

- Revamped app screens and user flows, enhancing user experience and driving engagement.
- Designed and templated various email newsletters to support B2B marketing efforts and drive sales conversions.
- Created various marketing materials resulting in 10k+ downloads in the first two weeks of launch.

### Marketing Manager / Design Lead

Feb 2021 – Present

Swipejobs

Worked with a remote international team focusing on marketing and app feature development. Instrumental in expanding market reach into new industries and driving increased downloads and user retention rates.

- Strengthened user engagement through onboarding enhancements and in-app gamification.
- Designed landing pages launching the product into new industries.
- Developed campaigns and strategically placed ads to increase brand visibility and engage key audiences at every step of the customer journey.
- Created targeted multimedia assets resulting in 78% increase in activity among users who had been inactive.
- Redesigned and optimized website leading to 380% increase in organic traffic.

## Education

### Brigham Young University

Completed 58 credits towards a BFA in Animation

Completed 25 credits towards a BA in Comms: Advertising

## Skills

### Design

3D Design  
Data Visualization  
Email Design  
Graphic Design  
Logo Design  
Mobile Design  
Mockups  
Motion Design  
Prototypes  
Typography  
UI/UX  
User Flows  
Visual Identity  
Web Design  
Wireframes

### Technical

Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Figma  
HTML/CSS

### Languages

English  
Spanish