**Carl Ishii**

Provo, UT | 801-318-8833 | carlishii70@gmail.com | www.carlishii.com

**Professional Summary**

Innovative and results-driven UX Designer with 15+ years of experience creating intuitive, engaging digital experiences. Skilled in user research, wireframing, prototyping, and UI design. Passionate about leveraging user-centric design principles to solve complex problems and enhance user satisfaction, as well as collaborating with cross-functional teams to deliver high-quality products that exceed client expectations.

**Work Experience**

**Cisco Systems SOW | San Jose, CA**

**Senior UX/UI Designer | August 2022 – April 2024**

* Spearheaded the UX/UI design of QBR (Quarterly Business Review) software by addressing critical network issues and leveraging design thinking methodology to create an intuitive, user-centric interface
* Designed the QBR by integrating real-time data to create tailored project plans and activities, driving specific outcomes for customers while ensuring seamless usability and enhanced functionality
* Produced a tangible business impact by collaborating closely with stakeholders to understand user needs, resolve pain points, and deliver a seamless user experience
* Enhanced operational efficiency by streamlining the process for engineers and account managers to troubleshoot, create solutions, and present QBRs
* Improved product functionality by conducting comprehensive user testing and iterative design improvements to increase user satisfaction and product adoption

**SolidNumber | Lehi, UT**

**Senior UX/UI Designer | August 2018 – July 2022**

* Collaborated with product owners to design SolidNumber's app, designed and produced the UI/UX, led project management and completed the final app with remote developers for deployment
* Designed admin, B2B, and B2C experiences and user interfaces for new software by collaborating with the development team to manage, produce, and deliver final products ahead of schedule
* Managed the BookDrop account, built four websites, and collaborated with product owners to design the company’s mobile application
* Created branding for a fintech startup from the ground up by quickly building and producing collateral for logos, support documents, and websites
* Promoted steady business growth by coordinating with founders to create innovative marketing and sales strategies for new software products

**ControlPad | Orem, UT**

**Senior UX/UI Designer | June 2013 – July 2018**

* Leveraged expertise to execute a creative strategy, translate specifications and features into wireframes and prototypes, and design end-to-end user experiences for new and existing software
* Communicated effectively by consulting with clients and product owners to identify future software needs and solidify feature requests using an agile methodology
* Met business goals by participating in cross-functional teams to develop and produce quality customer-focused applications
* Stepped in as project manager to software development within first 30 days to implement an agile project management methodology and successfully onboard custom development clients
* Exceeded expectations by designing a UI for immediate implementation and developing the new UX to be presented to the development team within the first 7 days

**Additional Experience**

**Owner/Operator/Art Director | The Electric Company**

* Directed all operational functions of a consultation, branding, and design firm, including marketing, sales, team development and performance, client relationship management, and project management
* Oversaw UX/UI design, creative marketing conceptualization, branding research, web design, and Internet marketing while leading multiple projects simultaneously from ideation to completion
* Fostered strong relationships by collaborating with designers and consultants to create conceptual designs that aligned with vision and objectives
* Pioneered creative account management and design for 200+ local and national clients, including The Walton Group, Caselle, Magleby Construction, Central Bank, C&A Construction, and Provo City
* Won the Silver Medal for the Neenah Paper Design Contest for branding and logo design, and the Golden Spike Award for brochure design

**Apprentice | Lance Turner**

* Collaborated with six clients to understand clients’ visions and requirements to develop effective, individualized design solutions while working under the award-winning architect and designer
* Managed two projects simultaneously, ensuring timely delivery and adherence to client specifications, proactively addressing and resolving client inquiries and issues to maximize client satisfaction
* Created multiple logo iterations, incorporating client feedback to refine and perfect the final designs while promoting consistency in branding across all marketing materials
* Implemented graphic design principles to create visually cohesive and aesthetically pleasing designs, coordinating color schemes and typography to convey the desired brand message

**Other Professional Experience**

**Apprentice** | Ishii Design

**Skills**

UX/UI Design, High-Fidelity Prototyping, Wire-framing, Personas, Interaction Design, Usability Testing, Branding, A/B Testing, User Stories, Data Analysis and research, Agile Methodology, Project Management, Client Relationship Management, Design Systems, and Information Architecture.

**Technologies**

Figma, Sketch, SaaS, HTML, CSS, Jira, CMS, MacOS X, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign), WordPress, InVision, Google, Salesforce, Microsoft Office Suite

**Education**

**Apprenticeship in Graphic Design** | Turner & Associates

**Apprenticeship in Graphic Design** | Ishii Design

**Awards**

**Silver Medal** | Neenah Paper Design Contest for Branding & Logo Design

**Golden Spike Award** | PRSA, Brochure Design

**Community Engagement**

**Leading Knight to the Exalted Ruler** | Provo Elks Lodge 849

**Representative** | Provo Elks representative for Utah's Boy Scout Troop 51

**Volunteer** | Provo Elks Veterans Committee

**Volunteer |** Created and produced Veteran's Baseball with the Elk's Veteran's Committee and Orem Owlz.

**Volunteer** | Camp Wapiti and Christmas Charity