Seth Callister

UX/UI Designer

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Work Experience

UVU Excellence, Innovation, & Initiative

UX/UI Designer — Orem, UT *March 2025 – Present*

- Led UX/UI design for multiple digital projects, including Tangere (a payment platform for precious metals), The Hub (e2i's new website), and Chuck Rack (an eCommerce site for bike and ski accessories).
- Developed wireframes, interactive prototypes, and high-fidelity mockups using Figma, ensuring intuitive and accessible interfaces aligned with brand guidelines.
- Collaborated closely with developers, stakeholders, and marketing teams to deliver user-centered solutions that enhanced engagement and streamlined workflows.

Freelance Web Design

Web, UX/UI Designer — Salt Lake City, UT January 2022 – December 2024

- Created and implemented Web Designs for various clients in the eCommerce and SaaS spheres, utilizing both WordPress and HTML/ CSS.
- Managed end-to-end design workflow independently, balancing creative vision with technical constraints to deliver polished final products.

Education

Utah Valley University

Web Design and Development, emphasis in Interaction Design, BS • May 2023 – August 2025

5x Deans List

Utah Valley University

Psychology, BS · August 2017 – May 2021

4x Deans List

UX/UI Bootcamp

University of Utah · November 2021 – May 2022

Skills

UX: Wireframing, Prototyping, UX Research, IA, Project Management, eCommerce, Agile

Technologies: Figma, Adobe Creative Suite, WordPress, Webflow, Jira, Trello

Values: Communication, Empathy, Creativity, Adaptability

AI Tools

ChatGPT, Stable Diffusion, Gemini, Claude, Grok