

Seth Callister

UX/UI Designer

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Summary

Creative and empathy-oriented designer with 3+ years of designing intuitive and visually appealing user experiences. Skilled in responsive design, prototyping, and user research.

Experience

UX/UI Designer

Utah Valley University

Orem, UT | March 2025 – October 2025

- Created new web and mobile experiences for local startups through the university's Education 2 Impact program
- Delivered wireframes, interactive prototypes, brand and style guides, and high-fidelity mockups using Figma and Visual Studio
- Collaborated closely with developers, stakeholders, and marketing teams to deliver user-centered solutions that enhanced engagement and streamlined workflows.

Web Designer

Freelance

Salt Lake City, UT | January 2022 – Current

- 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.
- Spearheaded the design of Eli Joe's Workshop eCommerce page, increasing sales by 100%

Education

B.S. Web Design and Development, emphasis in Interaction Design

Utah Valley University

Orem, UT | May 2023 – August 2025

- 5x Deans List

B.S. Psychology

Utah Valley University

Orem, UT | May 2023 – August 2025

- 4x Deans List

Skills

Tools: Figma, Adobe Creative Suite, HTML/CSS, JavaScript, Jira, AI

UX Skills: Prototyping, Wireframing, UX Research, Agile

Soft Skills: Empathy, Flexibility, Creativity, Communication