Shane Flox

Design · UX · Front End · Product

PROFILE
I just like to build cool things, to work with smart and driven people, and to see my designs in action.

CONTACT INFO
801-897-1634
flox.concept@gmail.com
www.shaneflox.com

PORTFOLIO
https://www.behance.net/Advaria
Website
http://advaria.us/

SKILLS

UX and UI Design	Prototypes	Wordpress
Front End Dev	HTML/CSS	Mobile Design
Research	Javascript Libraries	Responsive Design
Wireframes	Bootstrap	

EMPLOYMENT

METRIC MEDIA

Creative Director, UX Design/Dev, UX Team Lead

- **Led Creative/UX Team of 3-6 people:** We developed new Touch Display UX conventions with Video, Animated SVG, and Front-End Web Technology. BLOG LINK BLOG LINK 2
- **Designed and Built Company Website:** Enabled company product offering, sales strategy, and company identity to be solidified. LINK
- **Successfully redesigned CMS:** Implemented Customer, Business and Sales Team Requirements which increased sales, customer satisfaction, and achieved business objectives early.
- **Designed interactive touchscreen templates:** Allowed customers to implement personalized screens within their business.
- **Built Digital Media Production Studio:** Saved company 50%-80% on media production costs by bringing it in-house.
- **Designed and built DATA Products:** Enabled Customers to visualize their retail traffic. Improved sales numbers. LINK

https://www.metric.media/
Provo, Utah 2-2017 1-2018

Westring Technologies [LINK](#)
UX Designer, Wordpress Dev

- **Redesigned and Built the RMATV blog in Wordpress:** Increased readability and engagement of published articles.
- **Built Wordpress tools for Marketing Team:** Enabled non power-users to implement complex designs and sales funnels. Increased their ability to link Articles with Featured Products.

[https:/ /www.westringtechnologies.com/](https://www.westringtechnologies.com/)
Spanish Fork, Utah 3-2016 1-2017

Utah Division of Technology Services
UX Design Specialist

- **Redesigned DWS Intranet:** Allowed Product Owner to publish new content within Bootstrap. Brought Intranet into modern design and usability standards. [LINK](#)
- **Conducted Extensive User Research:** Discovered new, relevant ways to use Intranet to communicate between Departmental Levels.

https://dts.utah.gov/
Spanish Fork, Utah 9-2015 3-2016

Sling T.V.
Business-Facing UI/UX Designer, Researcher, Member of lxd Team

- **Designed Business-Facing Microservice Applications:** This Simplified outdated monolithic applications by splitting them into many smaller, performant micro services. [LINK](#)
- **Conducted User Research:** Discovered how users developed 'Hacks' for outdated apps, fixed/incorporated these into revised designs.

www.slingtv.com
American Fork, Utah 3-2015 9-2015

Smash Solutions
Lead Designer

- **Redesigned Company Website:** Modernized feel and function. [LINK](#)
- **Designed Several Company Properties:** Coordinated print identities with web identities. [LINK](#)
- **Modernized internal development processes using a combination of UX and Agency models:** Cut dev costs and improved customer satisfaction.

www.smashsolutions.com
Salt Lake City, Utah 1-2015 to 3-2015

Ximo

Art Director & Lead Designer

- **Redesigned and implemented company website:** Saved company thousands of dollars by bringing front end web in-house. [LINK](#)
- **Designed identities of multiple Physical and Digital products:** Improved customer and distributor understanding of products, sales process, and online platform.
- **Managed design team:** Mentored designers, improved capability of company to meet our digital production schedules.
- **Liaison between distributors and company:** Allowed distributor input to be integrated into new digital sales applications.
- **Designed and managed several web properties:** Blog and new product websites improved distributor engagement, customer understanding, and new customer acquisition.
- **New product development and promotion from start to finish:** Launched new product (Simply Ximo) with successful crowdfunding campaign. [LINK](#)

www.ximorocks.com
Salt Lake City, Utah 11-2010 to 1-2015

PROJECTS

I also run my own design business under the name Advaria. Here are some of the projects I've worked on:

Rackware Inc.
UI/UX Concepts for enterprise level cloud migration software. [LINK](#)

Stageplot Guru
Logo Design. App Creation, UI/UX Design, Illustration and Publishing of Title. [LINK](#)

V3 Desktop
Designed User Interface for the the V3 software application. [LINK](#)

EDUCATION

California College of the Arts
Oakland, SanFrancisco 1998
- Illustration · Graphic Design · Painting

OTHER SKILLS

Strategic Planning, Information Analysis, Adobe Creative Cloud, Adobe XD, Branding, Identity, Marketing, Less, Angular, React, Mobile First, Device, Responsive Design, Sales Funnel, Information Architecture, Power Bi, SASS, GSAP, jQuery, and more ...