

Sebastian Hooker

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Portfolio available online at www.sebhook.com

Professional Profile

User Experience (UX) Designer - Create engaging user experiences from concept to execution through cross-functional collaboration in the organization. **5 years of experience** optimizing digital signage, websites, and kiosk interfaces.

Skills

Site maps, wireframes, user research, usability testing, A/B testing, personas, user stories, affinity diagrams, content analysis, content management systems, interaction design, information architecture (IA), HTML/CSS/JS prototyping, mobile user experience, rapid prototyping, responsive design, search engine optimization (SEO), project management, brand messaging, Adobe Creative Suite, Adobe Omniture, Balsamiq, Axure, Google Analytics, grant proposals, WordPress

Experience

Senior Web Designer – Westminster College, Salt Lake City, UT
August 2012 – Present

Work in the Office of Integrated Marketing & Communications leading the College's external and internal digital communication campaigns through the web and digital signage.

Website Design & Maintenance

- Communicate concepts in a clear and convincing manner to a broad range of audiences – from executives to developers through means such as: wireframes, conceptual diagrams, and prototypes
- Coordinate requirements and ongoing feedback to design a user experience for several audiences, primarily focusing on prospective students
- Demonstrate tactical and strategic critical thinking using analytical data to determine website layout, architecture, and content priorities
- Create design and content standards to maintain consistency across website
- Organize a web content committee of staff and faculty, train them to efficiently utilize a content management system (CMS), implement best practices, and create and update content
- Maintain digital signage network, implementing procedures and policies to ensure consistency across a growing network
- Train, manage, and mentor three Junior Web Designers

Additional Accomplishments

- Increased viewership to lectures, events, and meetings by implementing video streaming
- Hired a team to create an interactive academic journal: *The Myriad*

Marketing Director – BreathAdvisor, Murray, UT
July 2012 – March 2014

Cofounded a startup focused on reducing DUI related incidents.

- Assisted in raising \$80,000+ of capital to develop prototype and current breathalyzer kiosks
- Integrated a fluid advertising pricing strategy into financial models to present to clients and investors
- Contributed to patent documentation for taxi mobile application integration software

Sales & Marketing

- Designed print and digital marketing materials
- Delivered press releases to news outlets resulting in local and national media coverage
- Generated initial advertising sales, partnering with 8 local and national advertisers
- Optimized first generation website and content, obtaining top search ranking on Google for breathalyzer kiosk
- Mentored and trained interns to bring value to the company by selling advertising space

User Experience (UX) Design

- Created a seamless touchscreen user experience suitable for alcohol-serving venues
- Designed interactive advertising content that did not inhibit primary kiosk goals
- Streamlined cab request feature through extensive usability testing and prototyping

Web Producer – Westminster College, Salt Lake City, UT

May 2012 – August 2012

- Performed interim website maintenance, later promoted to full-time position
- Designed and built a news and events website resulting in a 250% increase in traffic to articles

Interaction Designer – Westminster College, Salt Lake City, UT

May 2010 – May 2012

- Created a campus-wide interactive digital signage network
- Features included a searchable campus directory, a real-time energy tracking dashboard, an emergency notification system, social media integration, and rich media advertising
- Built custom analytics system to measure effectiveness of touchable regions and content

Education

Bachelor of Arts, Marketing; Communications minor

Westminster College, Salt Lake City, UT

Grants

Strategic Plan “Quick-Win” Initiative – Westminster College

December 2014, \$4,000

Technology Commercialization & Innovation Program – Utah Governor’s Office of Economic Development

February 2013, \$40,000