

# CADEN DAMIANO

## UX/UI Designer

### SUMMARY

- Experience leading and managing creative teams
- Digital storyteller
- Passion for providing a better experience to users
- Not afraid to be wrong

### EDUCATION

#### **Bachelor of Science Web and App Development: Emphasis UX/UI Design** Utah Valley University 2015-2020

- Coursework included front end development, human-computer interaction, asset management, optimal asset compression techniques, design theory, data analytics, data visualization, practicum classes with real clients and best practices for designing augmented/virtual reality environments as well as voice interfaces in the upper divisions.

### PROFESSIONAL EXPERIENCE

#### **Freelance Web Designer, Cadend Studios** (August 2017 - Present)

- Specialized designing, building and managing online marketing funnels for small businesses.
- Developed an increased proficiency in html, css, php, and basic understanding of javascript.
- Specialize in Wordpress development

#### **Digital Project Manager, The UVU Review** (May 2017 - Present)

- Manage a team of eight digital media students to generate original video and audio content to tell the news.
- Redesigned and maintain the website.
- Execute strategy on social media, digital marketing, recruiting and PPC advertising.
- Increased readership 42% and doubled the size of the digital team.
- Budget for the paper has grown 50% since appointment.

#### **Web Design Intern, HELP International** (June 2017 - August 2017)

- Consulted partner NGO and a volunteer hostel on best marketing practices. Topics included web design, social media, and proper uses of content marketing.
- Designed and Developed a website for Keep Alive Missionary Ministries, a Ugandan NGO, and wrote all sales copy, photographed and edited photos for the website.
- Collaborated with a small team of interns to make sure all sales copy and images conveyed the companies message.
- Left behind extensive video documentation on how to use the site, how to blog, and how to market their NGO. Helped partner NGO get relationships that set the stage to acquire grants for development projects through marketing efforts.

#### **Designer and Project Manager, The Living Planet Aquarium (Practicum Course)** (January 2017 - May 2017)

- Worked on a team of UX students to design a virtual aquarium iPad app.
- Developed project management skills through communicating and breaking down tasks into manageable chunks, and followed up with teammates to prepare deliverables by the deadline.
- Developed research and data analytics skills by interviewing users and graphing data to identify what features we should focus on.

### VOLUNTEER EXPERIENCE

#### **Full Time Missionary, Church of Jesus Christ of Latter Day Saints** (August 2013 - July 2015)

- Developed leadership and communication skills through training and supervising 14 other volunteers and implementing strategies to raise KPI's in the geographic area.
- Learned Spanish as a second language.
- Developed conflict management skills working with people from different ethnic and cultural backgrounds and through resolving morale issues with the other volunteers.

#### **Vice President, Product/UX Design Club of UVU** (October 2017 - Present)

- Help organize workshops and meet-ups by finding industry professionals to speak and present.
- Design posters and promote workshops.

### PORTFOLIO

[www.cadend.com/case-studies/](http://www.cadend.com/case-studies/)

### CONTACT

✉ [cadendamiano@gmail.com](mailto:cadendamiano@gmail.com)

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## SKILLS

### Asset Creation and Management

- Able to create high quality vector, video and image assets that are web ready in Photoshop, Illustrator, Premiere Pro, Lightroom and Hype.

### Web & App Interface Design

- Capable of assembling high fidelity compositions for all digital device screens in Adobe XD & Sketch

### Front End Web and App Development

- Possess an understanding of HTML, CSS, and Javascript with conversational knowledge in PHP and Wordpress development.
- Possess a conversational understanding of Swift development and experience using Xcode.

### Analytics

- Certified in data analytics to measure what changes that need to be made on the website or app based off the data visualization.

### Project Management

- Experience impacting bottom line running a retail business for a year and a half and by running digital production at the school newspaper.

## REFERENCES

"Caden has pushed our publication forward on the digital front by leaps and bounds. He takes ownership of a project and always executes in a timely, professional manner. In a short amount of time he has established himself as a leader and an essential part of our team. He tempers his passion for innovation with a logical, results-oriented mindset and an easygoing manner. He is the real deal."

Vegor Pederson, Coordinator of Student Media || UVU

"Caden had an ability to make our project come to life in a manner we had not previously envisioned. Though his tech savvy was critical and helpful, I especially was impressed with his soft skills. He has a talent for design thinking and innovation and brought much-needed creative value and vision to our Givv team."

Adan Fuentes, CEO and Co-Founder || Givv Consulting

"I would recommend you contact Caden, the way he designed our website and social media content helps our visitors understand what our non-profit is all about, he even left video training so we can always review how to market our cause"

Charles Oluka, Director || Keep Alive Missionary Ministries Uganda

*Reference contacts supplied on request*

"Throughout the time that I worked with Caden, he consistently demonstrated that he is a positive, motivated leader with amazing potential. I can confidently recommend Caden Harrison Damiano as a great asset in any endeavor."

Moises Villanueva, Former Mission President of the California Arcadia LDS Mission || Church of Jesus Christ of Latter Day Saints

"Caden separates himself from the rest with his drive to get things done. He has a motor that pushes him to learn and grow which propels him into continuously improving as a professional. Whether it be web design, strategy, social media, or just being a better businessman, Caden has a high standard of excellence which show through his high-quality results."

Isaac Perez, Social Media Manager || Alder

"Caden has both the technical know-how and the creativity to produce a final result far beyond what we expected. He is highly self-motivated and committed to excellence."

Melissa Sevy, Co-Founder of Givv Consulting

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