

# STEVEN LINDGREN

UI Designer / Visual Designer / Front End Developer

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## SUMMARY

Senior UI/Visual Designer with over 15 years of experience in digital design, specializing in creating high-quality, user-centered designs that balance functionality with brand cohesion. Skilled in developing user interfaces and visual assets that drive engagement and enhance user experiences. Proficient in managing full design lifecycles with a meticulous approach to aesthetics, usability, and brand integrity.

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## PROFESSIONAL EXPERIENCE

### Senior UI Designer

Spark Revenue LLC

January 2007 - Present

- Set and upheld the vision for UI and visual design across multiple platforms, including responsive web applications, ensuring alignment with brand expression and consistency in user experience.
- Managed design projects from conception to delivery, overseeing timelines, resources, and deliverables to ensure on-time completion.
- Led end-to-end design projects, from concept through delivery, for web and mobile interfaces, effectively prioritizing tasks to deliver high-fidelity assets that increased engagement and conversion rates.
- Developed detailed wireframes, interactive prototypes, and high-fidelity mockups using Figma, Adobe XD, and Sketch for landing pages, banner ads, HTML emails, and corporate websites.
- Utilized wireframing techniques to establish layout structures and user flows, ensuring clear and efficient design foundations that align with user needs.
- Developed front-end components using HTML, CSS, SASS, and Bootstrap ensuring responsive, high-performance designs.

### Digital Designer

Bulldog Media - (formerly iCommissions.com)

June 2015 - May 2021

- Designed wireframes and visual assets for landing pages, banner ads, and HTML emails, maintaining brand integrity across digital touchpoints and enhancing user engagement through cohesive visual storytelling.
- Used Figma, Adobe Illustrator, and Photoshop to design icons, typography, and color schemes, adhering to color theory and iconography best practices to produce high-quality, scalable visuals.
- Collaborated extensively with cross-functional teams, including developers and project managers, to align visual design with technical requirements and business goals.
- Performed A/B testing on digital campaigns to optimize conversion rates, utilizing data-driven insights to inform design decisions.

- Developed front-end elements with HTML, CSS, JavaScript, and Bootstrap for responsive, optimized performance across devices.
- Utilized project management skills to prioritize tasks, manage workflow, and maintain effective communication

### **Graphic Designer**

June Media (Formerly Silver Carrot, Inc)

September 2006 - December 2007

- Produced visually compelling marketing campaigns, designing email/banner campaigns and landing pages with a focus on lead generation and brand consistency.
- Created and optimized an average of 5 original email/banner campaigns with landing pages weekly, driving lead generation and user engagement.
- Implemented front-end features and functionality using HTML, CSS, and JavaScript, ensuring high-quality and responsive designs.
- Regularly designed and coded HTML emails tailored for performance marketing
- Leveraged Adobe Creative Suite and web design principles to produce high-quality digital assets, meeting strict brand and design guidelines.

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## **EDUCATION**

### **New York Institute of Technology**

Bachelor of Fine Arts in Graphic Design (Incomplete)

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## **SKILLS**

### **Design Tools & Software**

- Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), VS Code, Framer, Webflow, Lightroom

### **UI/UX Design**

- User-Centered Design, Interaction Design, Wireframing & Prototyping, Information Architecture
- Design Systems, Accessibility (WCAG Compliance), A/B Testing, Usability Testing

### **Web Development**

- HTML, CSS, SASS, JavaScript, jQuery, Bootstrap
- Responsive Design, Cross-Browser Compatibility, Performance Optimization

### **Branding & Visual Design**

- Typography, Color Theory, Iconography, Visual Storytelling, Logo Design, Brand Cohesion

### **Project & Collaboration Tools**

- Jira, Slack, Monday.com, VS Code