

BLAKE BUTTERFIELD

UI UX Designer | Natural Storyteller

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bit.ly/BlakesPortfolio

Personal Statement

A self-starter with an **eagerness to learn** about the world through design. I aim to maximize the impact of every project and empower users by designing systems that are **friction-free and delightful** to use.

Core Competencies

User-Centric | Strategic Planning | Creative Problem-Solving | Result-Driven Research | Dynamic Presenter | Design Thinking | Rapid Ideation

Education

University of North Texas | May 2024 | GPA: 3.84

B.F.A. in **User Experience Design**

Minors in **Behavior Analysis** and **Art History**

Experience

Mentorship-Driven Design Intern

February – April 2023

Dialexa, an IBM Company, Dallas, TX, Technology Consultancy

- **Achieved distinction as one of five participants** selected to represent **The University of North Texas** from a competitive pool of **60+ applicants**.
- **Led the development of the UI for a mobile/web home-finding system**, employing user research, typography, visual hierarchy, and color theory to enhance the overall user experience.
- **Utilized sprint methodologies** and **weekly stand-ups** to guide us from the problem to the solution, which informed how deliverables like wireframes, brand guidelines, and prototypes would be improved in the coming iterations.
- **Gained valuable insights through mentorship** under professionals in **product design, project management, and engineering** ensuring the creation of a high-quality product that aligned with user and business needs.

In-House Designer for R.I.O.T. Theatre

Spring 2018- Spring 2022

Lone Star High School, Frisco, TX

- **Crafted visually striking marketing materials** such as posters, flyers, playbills, and digital assets, **capturing the essence of each production** and designing a compelling visual narrative that resonated with the target audience.
- **Collaborated with the production team** through research, rounds of feedback, and user testing to ensure the delivery of a product that aligned with the company's goals and the legal requirements set by the publisher.
- **Boosted ticket sales and audience engagement by over 30%** through impactful promotional materials.

Assistant Manager/Corporate Trainer

October 2019-October 2023

Wahlburgers, Frisco, TX

- **Received over 100 five-star reviews** on Yelp and Google through exceptional customer service, engagement with guests, active listening, and making tailored recommendations to provide a personal and **unique experience that goes beyond the food**.
- **Contributed to revenue growth** and quarterly goals through adept sales tactics and **winning six company competitions**.
- **Collaborated with management to create and execute comprehensive training initiatives for over 30 staff members**, elevating their customer service proficiency, deepening product knowledge, and optimizing overall operational efficiency.

Lead Product Designer

Spring 2023

Project, University of North Texas

- **Managed a team of 9** through the development of system which allows marginalized entrepreneurs, ages 13-18, providing a safe and fun way get involved in the community and reach their financial goals.
- **Worked within existing 7-Eleven brand guidelines** to create a **satellite program** that makes it safe and fun for the youth to earn money but benefits 7-Eleven as well as the community at large.
- **Presented my design in front of 8 industry professionals** including the head of Research & Development and the head of product design.

Software

Figma | Illustrator | InDesign | Photoshop | Sketch | XD | Axure | Miro | Microsoft Office | Canva | InVision

Awards

Dialexa EDU Participant (2023) | Emergence Exhibition, UNT CVAD (2021) | UNT Dean's Excellence Scholarship

UCI Design-a-thon Participant (2022) | President's List Scholar (3 semesters) | Dean's List Scholar (4 semesters)