

# Dave Bastian

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## EXPERIENCE **Senior Interaction Designer at Close To My Heart**

Pleasant Grove, Utah. 2008–2024.

Interaction Design for personal archival solutions direct sales company.

UX projects include development of multiple event-based minisites and replicated distributor sites; architecting and implementing responsive web design for public-facing content, as well as the company intranet; and development of responsive HTML email deliverables.

## **Graphic Designer at Alianza**

Lindon, Utah. 2006–2008.

Web, print, and UI design for VoIP services provider. Contributed to Alianza's corporate branding and marketing efforts in a bilingual environment (English and Spanish). Created corporate identity and developed styles and semantic web solutions for Alianza's Mexico subsidiary, GetFon, which helped position it as a world-class leader in VoIP telephony (sold to AT&T/Alestra). Interface design for Alianza's softphone application.

## **Freelance Graphic Designer**

Orem, Utah. 2002–2006.

Design services freelancer, focused primarily on identity and branding for a diverse clientele, such as HubSpot, eSpeakers, MAKO Surgical Corp., and others. Provided designs and illustrations supporting product development for clients that included Casio and Microsoft.

## **Designer at Sensations Power Marketing**

Orem, Utah. 1996–2002.

Started as print and prepress designer, then transitioned to web design.

Developed first iteration of company website, which expanded reach and increased sales. Maintained website and developed new online content.

Web server administration included adding new users, adding new virtual hosts, and configuring email accounts. Designed and hosted client sites.

## EDUCATION **Brigham Young University**

Bachelor of Arts in English

Major courses in writing and editing for publication, minor in Spanish.

## **CONTACT**

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## **PORTFOLIO**

www.davebastian.com

## **SKILLS**

HTML

CSS

SVN / GIT

Bootstrap

WordPress

Adobe Creative Suite

MS Office Suite

Mac and Windows

Document design

Product design

Writing and editing

New software facile

Conversant in Spanish