

LOGAN RASMUSSEN



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UX/UI DESIGNER - BUSINESS ANALYST

I'm passionate about solving problems with design thinking and creating digital products that add value to people's lives. Both UX/UI and BA are roles that can enable me to help your organisation thrive in a challenging environment.

EXPERIENCE MONTHS | ROLE | DESCRIPTION

- 08 UX/UI Designer**
The Massive Collective
Designing complex website applications such as a hospitality stock management app and Pacific Games 2019 websites. Creating interactive prototypes, making designs dev ready and pitching ideas to stakeholders.
- 48 Digital Media Developer**
Launch Design
Building HTML/CSS/ Google AMP websites from templates I coded to help businesses grow higher in search rankings. Ensuring websites load instantly, pass accessibility requirements and are mobile friendly. Providing ongoing maintenance and improving website performance with SEO tasks and cost effective marketing campaigns.
- 04 Business Analyst**
you Just Go
Analysing, validating and improving the core product. Using data to inform decisions and create a new work-flow to help measure potential impacts of new features before implementation.
- 04 UX/QA/Technical Writer**
Careers New Zealand
Designing website interfaces and following through with the devs. Documenting the new Silverstripe CMS and teaching content management staff how to use it. Assisted Quality Assurance testing and learned about Agile Development SDLC.
- 03 Game Designer & UX Tester**
Apollo 13: Mission Control
Designing interactive 'mini-games' that imitate actual systems, physics and rocket science for a believable experience in mission control 1970. Improved UI/UX and player interactions by managing weekly game tests and communicating results to the engineers.
- 07 Art Teacher/ Lesson Planner**
Ego Art Studio
Teaching sketching classes to children aged 5-12 years - eventually from my own curriculum. I liked to find new ways to engage students and teach with positive reinforcement to create a more fun learning environment.

SKILLS

User Experience	██████████
User Interface	██████████
User Testing / QA	██████████
HTML/ CSS/ AMP	██████████
PHP/ JS	██████████
SEO/ Optimisation	██████████
Online Marketing	██████████
Analytics/ Reporting	██████████
Data Analysis	██████████
Technical Writing	██████████
Print Design	██████████
Branding	██████████
Communication	██████████

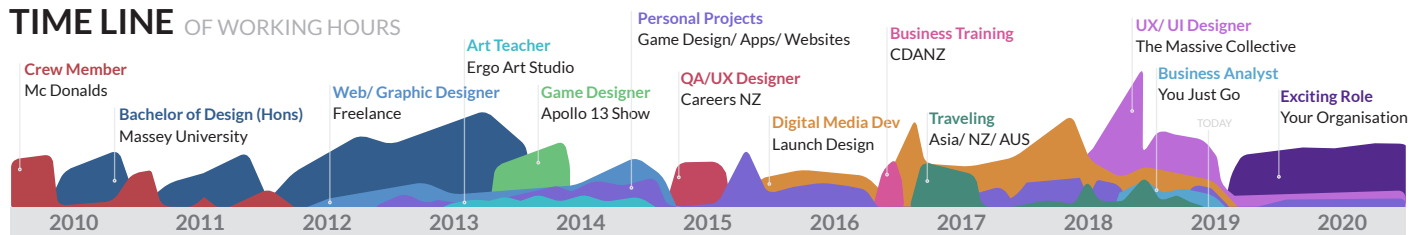
EDUCATION



Massey University 2010 -2013
Bachelor of Design with Honours
Major: VCD Digital Media
Achieved with Class A Honours

A	76%	Graphic Design and Typography
A+	98%	Game Design (major project)
A+	86%	Interactive and Web Design
A+	91%	3D + 2D Animation
A-	71%	Photography

TIME LINE OF WORKING HOURS



PERSONAL INTERESTS

SOLVING BIG ISSUES

I like to contribute to good causes with creative side projects. I don't believe volunteer work has a big enough impact, I want to think bigger.

- Sustainability
- Equality
- Environment
- Obesity & Illness
- Consumerism
- Human Centric Technology

BOOSTING PERFORMANCE

Instead of building a reliance on coffee to push through deadlines here's how I make every work day a highly productive one.

- Healthy Eating
- Mindfulness
- Gym
- Krav Maga
- Sleep
- Minimalism

LEARNING SUBJECTS

When I'm not creating things I'm usually consuming knowledge. I like to explore topics in multiple contexts or in person.

- Psychology
- Philosophy
- Nutrition
- Art/ Photography
- Science
- Cultures