

Sonny Lettig

UX/UI Designer | Web Designer | Digital Experience Strategist

Greater Phoenix, AZ

[Portfolio](#) | [LinkedIn](#) | hello@sonnylettig.com | (303) 956-0689

SKILLS

Design: Wireframes, Prototyping, UX/UI Design, Design Systems, Motion Design, A/B Testing, Information Architecture, Graphic Design, Web Design, Branding, Agile UX, Responsive Design, Accessibility (WCAG), API & CMS Integration

Research: Usability Testing, Affinity Mapping, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Interviews, Surveys, Personas

TOOLS

Design: Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Webflow, WordPress, HTML/CSS (Proficient), JavaScript (Basic)

Other: Miro, Notion, Trello, Slack, Google Analytics, Typeform, SurveyMonkey

EXPERIENCE

DJ Instructor & Experience Strategist | *Spin DJ Academy*

2024 – 2025

- Delivered 1:1 DJ instruction across Rekordbox and Serato, tailoring each session to the student's gear, experience, and musical goals.
- Designed and launched internal tools and resources to streamline onboarding, reduce student drop-off, and accelerate early progress.
- Spearheaded a redesign of the beginner journey—reworking curriculum flow, tech setup, and feedback loops to create a more intuitive, scalable experience.
- Built a remote-first teaching system using OBS and multi-camera setups, increasing clarity, engagement, and reusability across virtual formats.
- Audited scheduling, communication, and training systems to identify UX bottlenecks; proposed and documented solutions that improved internal workflows.
- Served as a strategic link between instruction, operations, and product, aligning student needs with business goals through systems thinking and continuous iteration.

UX/UI Designer & Digital Experience Strategist | *Sonny Lettig Design*

2021 – Present (Freelance)

- Design and optimize digital experiences for startups and businesses.
- Conduct UX research, wireframing, prototyping, and usability testing.

- Develop responsive, SEO-optimized websites in Webflow and WordPress, increasing conversion rates and reducing bounce rates.
- Collaborate with engineers and stakeholders to bridge UX/UI design with functionality and flow.

Digital Experience Strategist & Web Designer | *Rocky Mountain Dental Group*

2014 – Present (Contract)

- Develop a comprehensive brand identity from logo design to web presence.
- Lead a full-scale website redesign with a mobile-first UI, increasing patient bookings and user engagement.
- Build a cohesive brand identity that extends from logo to digital presence, enhancing recognition and trust.
- Conduct usability testing, A/B experiments, and implement accessibility upgrades (WCAG-compliant).
- Execute SEO and content strategies that improve discoverability and inbound traffic.
- Develop automated workflows for patient communication to streamline marketing and operations.
- Collaborate cross-functionally with stakeholders to align digital touchpoints with business objectives.

Mobile DJ & Digital Experience Consultant | *Son5hine Music*

2011 – Present (Contract)

- Create immersive experiences using UX/UI principles to enhance real-time audience engagement.
- Develop branded visuals and motion-enhanced storytelling across music, lighting, and event flow.
- Adapt performances using user behavior analysis and design digital marketing assets.

EDUCATION

B.S. in Business Marketing

Metropolitan State University of Denver

UX Design Certification

CareerFoundry

Webflow Masterclass Certification

Flux Academy