

Sonny Lettig

UX/UI Designer | Web Designer | Digital Experience Strategist

Greater Phoenix, AZ

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

SUMMARY

Versatile UX/UI Designer and Digital Experience Strategist who turns complex challenges into clear, intuitive solutions across industries. Experienced in research, accessibility, design systems, and end-to-end product support, with a track record of improving adoption, engagement, and efficiency. Recognized for bridging design and business goals to create scalable digital experiences that build trust and deliver measurable impact.

SKILLS

UX & Design: UX/UI Design • Wireframing • Prototyping • Responsive Design • Design Systems • Accessibility (WCAG)

Research & Strategy: Usability Testing • Journey Mapping • Competitive Analysis • User Interviews • Personas • Affinity Mapping

Tools & Tech: Figma • FigJam • Webflow • WordPress • Adobe Creative Suite • HTML/CSS • OBS (multi-camera systems)

Collaboration & Delivery: Stakeholder Alignment • Cross-Functional Communication • Agile UX • Workflow Optimization • Documentation & Handoff

EXPERIENCE

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

2021 – Present (Freelance)

- Improved adoption for startups, nonprofits, and SMBs by designing onboarding flows and digital tools that reduced friction.
- Boosted accessibility and engagement across healthcare, education, and telecom projects through mobile-first redesigns.
- Reduced design-to-dev handoff time by building scalable design systems adopted across client projects.
- Uncovered pain points through user research, interviews, and usability testing, guiding data-driven design decisions.
- Increased discoverability and conversions by delivering responsive, SEO-optimized websites that reduced bounce rates.

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

2014 – Present (Freelance)

- Increased patient bookings by 30% through a full-scale website redesign with a mobile-first UI.
- Enhanced accessibility compliance (WCAG) and inclusivity via usability testing and iterative design updates.
- Reduced admin workload with automated communication workflows that improved patient follow-through.
- Aligned brand identity across digital platforms, ensuring consistency across web, email, and patient portal.

Founder & Lead Instructor | *Son5hine DJ Lab*

2024 – Present (Freelance)

- Improved retention by 20% by redesigning the student onboarding journey and curriculum flows.
- Scaled instruction to larger student cohorts by developing remote-first teaching systems with multi-camera setups.

- Reduced scheduling delays and improved student outcomes by streamlining communication workflows.

Mobile DJ & Digital Experience Consultant | *Son5hine Music*

2011 – Present (Freelance)

- Enhanced audience engagement by applying UX principles to live event experiences.
 - Secured repeat clients by creating standardized onboarding and delivery workflows that ensured smooth execution.
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EDUCATION

B.S., Business Marketing — *Metropolitan State University of Denver*

CERTIFICATIONS

UX Design Certification — *CareerFoundry*

Webflow Masterclass Certification — *Flux Academy*

Certified Personal Trainer — *National Academy of Sports Medicine*