

Conner Bloyd

UX/UI Designer

Kirkland, WA

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

I'm a UX designer committed to creating intuitive, beautiful, user-centered products that also meet business goals. My background as a fraud analyst sharpened my problem-solving, pattern recognition, and attention to detail, which I now apply to designing effective, results-driven products. With a Bachelor's in Sociology, I have a strong foundation in understanding user behavior and research analysis. In my current role as a product designer, I turn ambiguous ideas into clear, user-friendly solutions through research, wireframing, and visual design for both mobile and web. I thrive in fast-paced environments where I can build from scratch and iterate quickly while balancing user needs with business objectives.

SKILLS

Skills: User research, usability testing, wireframing, prototyping, information architecture, visual design, accessibility & inclusivity, UI, HCI, responsive design, design systems & component libraries

Soft Skills: Cross-functional collaboration, agile, stakeholder alignment, feedback integration, fast learner, time management & prioritization, adaptability, multitasking, communication, strong written and verbal skills, flexibility, collaborative & team oriented

Tools: Figma, Adobe XD, Adobe Illustrator, PowerPoint, Adobe Lightroom, Jira, Confluence, LinkedIn

PROJECTS

Shield: A business-to-business fraud prevention application

[Case Study](#) | [Prototype](#)

- Designed and prototyped a risk analysis dashboard for fraud prevention specialists.
- Conducted user interviews, usability testing, and competitive analysis. Focused on accessibility and ease-of-use for users of all experience levels.
- Tech: Figma, user interviews, competitive analysis, user flows, sitemap, user stories, wireframes, mockups, prototype, usability testing

ReadyHome: A mid-term rental solution

[Website](#) | [Prototype](#)

- Researched user pain points and frustrations with existing mid-term rental booking platforms.
- Designed a responsive web app with emphasis on simplifying the user experience.

Tech: Figma, WeWeb, user research, user journeys, user stories, information architecture, wireframes, prototypes, usability testing

Investr: A simplified investing app

[Case Study](#) | [Prototype](#)

- Built a low-fidelity app prototype to help first-time investors take action with minimal effort.
- Mapped user journeys and designed intuitive workflows based on common user pain points and motivations.
- Tech: Adobe XD, Figma, user journeys, empathy maps, user stories, wireframing

Deliziosa: AI recipe recommendations app

[Case Study](#) | [Prototype](#)

- Designed and prototyped a recipe app that uses machine-learning image recognition to suggest meals based on photos of ingredients users have on hand.
- Explored how machine learning can enhance decision-making in everyday tasks.
- Tech: Figma, user flows, sitemap, user stories, wireframing, prototype

EXPERIENCE

PRODUCT DESIGNER

Rx Savings Solutions | Kirkland, WA

December 2021 – Present

- Lead UX discovery and design for the entire member Portal platform, balancing user needs, business goals, and technical constraints across multiple projects
- Create user flows, wireframes, high-fidelity mockups, and interactive prototypes in Figma to support rapid, iterative design in an agile environment
- Conduct user research and usability testing to uncover pain points, validate solutions, and inform design decisions
- Increased activation rates by 8% in key flows by identifying friction points through user research and iterating quickly on design solutions
- Collaborate closely with engineers and product managers to refine features, resolve scope trade-offs, and ensure implementation quality
- Design and document scalable components, link design tokens, and organize Figma libraries
- Partner with stakeholders to make data-driven decisions that lead to improved user outcomes
- Identify accessibility issues and deliver updates to help the team meet compliance standards
- Share design work regularly with teammates and stakeholders to continuously enhance product value and usability
- Advocate for UX across cross-functional teams, proactively sharing design rationale and gathering feedback throughout the product lifecycle

UX DESIGNER | Internship

Integrated | Kirkland, WA

September 2021 – March 2022

- Created design deliverables by applying a user-centered design thinking process from beginning to end
- Conducted competitive analysis, surveys, and user interviews to understand user expectations, uncover pain points, and inform design direction
- Developed personas, journey maps, site maps, storyboards, information architecture, user stories, user flows, wireframes, mockups, and prototypes
- Developed a visual identity and brand assets
- Communicated design concepts to team members and project stakeholders

FRAUD ANALYST

Zumiez | Lynnwood, WA

September 2015 – December 2021

- Prevented over \$1M in annual losses by identifying fraud patterns and implementing prevention strategies
- Successfully decreased fraud rates year-over-year for six consecutive years through proactive analysis and process improvements
- Used data and analytics to evaluate chargeback trends, assess risk, and make real-time decisions on fraudulent orders
- Developed and implemented new fraud prevention tactics that saved the company hundreds of thousands of dollars monthly
- Trained and supported new team members in a fast-paced, collaborative environment, sharing best practices and tools
- Analyzed daily order activity and used personal judgment to minimize financial and reputational risk

EDUCATION

CERTIFICATE, UX/UI DESIGN, Thinkful (Remote)

2021

BACHELOR'S DEGREE, SOCIOLOGY, University Of Washington, Seattle, WA

2012