



About Me

I grew up a farm boy in the South West but converted to full Utahn after attending BYU and marrying an amazing Utah woman. I am a creator and entrepreneur at heart and love to take on and learn any kind of design or build project. In my free time I love golfing, mountain biking, and traveling the country with my family.

Contact Info

Address:

619 North 75 West
Lindon, Utah 84042

E-mail:

ron@merrelldesign.com

Phone:

801.473.4491

LinkedIn / Portfolio:

www.linkedin.com/in/ron-merrell
www.merrelldesign.com

Scan the QR code
and visit my portfolio



Ron Merrell

Advocate for the End User

Experience

Assistant Director of UX

Progrexion (Lexington Law, CreditRepair.com, Credit.com)

2021 – Current

Salt Lake City, UT (Hybrid)

- Established strong corporate design practices across 3 brands, influenced product strategy across the development team initiatives, and made a strong impact on product execution and quality.
- Established a user testing program and consistent cadence of customer-centric research utilizing both Usertesting.com and a home grown Customer Advisory Board, and then shared the valuable findings with leadership and the development team to improve the overall customer experience.
- Lead, grew, and developed an embedded UX design team of in house talent and contractors.

Director of UX

Tuebora Inc

2020– 2021

Bangalore India / San Antonio, TX (Remote)

- Establish a competitive UI design system and pattern library for our new built from scratch SMB product, specifically designed to be easier to use for a less technical market.
- Played an analytical role by implementing a new User Research program/cadence and presented my findings/recommendations for adjustments in the product features and product strategies to business stakeholders.
- Collaborated with each product department (i.e. product development, design, and marketing departments to align company goals and initiatives and fulfill our product development roadmap.

Creative Director

KeyedIn Solutions

2017– 2020

Minneapolis, MN (Remote)

- Lead all creative projects in both a hands-on and oversight capacity from pitch to execution, including a top to bottom re-brand, 2 website redesigns (emphasizing SEO, & conversion), video production, document and print material, while growing the company's ARR total by over 70%.
- Managed all members of the creative team, both in-house and contracted members, offering day-to-day task direction as well as long term professional design guidance, while giving design team members adequate freedom to grow and succeed in their role.
- Create and deliver on an annual creative strategy plan, establishing a core creative vision with tangible creative goals/milestones. Helping stakeholders understand the over all mission of the creative team, while guiding the direction of the department.

Senior User Experience Designer (UX)

Periscope Holdings

2015 – 2017

American Fork, UT

Senior User Experience Designer (UX)

Property Solutions (Entrata)

2013 – 2015

Lehi, UT

UI / UX Designer

Active Network

2013

Draper, UT

Graphic / Web / UI Designer

Mobile Productivity Inc.

2009 – 2013

Orem, UT

Education

Brigham Young University

Pre-Dental Program

2004-2010

Personal Skills

Analytical / Problem-Solving Skills

Print / Graphic Design

Leadership skills

User Experience (UX) Design / Strategy

Film Production / Editing / Motion Graphics

Web Design / Front End Development