



Seth Christensen

Assistant Professor
Digital Media | Web Design & Development
Utah Valley University

PHILOSOPHY

I believe effective learning and practice is based on principles of observation, reflection, iteration, and continuous improvement. My goal is to help others, whether in the workplace or the classroom, apply design, design thinking, and research methods to better themselves and the solutions they create. I believe that learning and effective practice are lifelong initiatives fueled by curiosity and a desire to grow.

EDUCATION

MFA in Design Thinking AUG 2016 – AUG 2018

Radford University

- Graduate assistantship
- 4.0 GPA

BFA in Industrial Design JUN 2007 – APR 2012

Brigham Young University

- Two years as teaching and research assistant

RESEARCH & SCHOLARSHIP

Graduate Assistantship AUG 2017 – JUL 2018

Collaborate with faculty on program branding and promotional efforts. Redesign and maintain Design Thinking MFA website.

IBM Virtual Collaboration Project JAN 2017 – MAY 2017

Invited to participate in an on-site exploration workshop for a new software tool intended to facilitate collaboration and the use of design thinking methodologies. Focused particularly on understanding how to leverage the strengths and bridge the weaknesses of virtual collaboration.

Conference Paper — Coauthor 2011

Howell, B., & Christensen, S. (2011). Design mashup: Personal objects meet narrative in contemporary design. In A. Kovacevic, W. Ion, C. McMahon, L. Buck & P. Hogarth (Eds.), *DS 69: Proceedings of E&PDE 2011, the 13th International Conference on Engineering and Product Design Education* (pp. 571-576). London, England.

Conference Paper — Contributor 2011

Swan, B., Howell, B., Solomon, M., & Martin, P. (2011). The Hewlett-Packard sensory home project. In A. Kovacevic, W. Ion, C. McMahon, L. Buck & P. Hogarth (Eds.), *DS 69: Proceedings of E&PDE 2011, the 13th International Conference on Engineering and Product Design Education* (pp. 591-596). London, England.

Conference Paper — Contributor 2010

Howell, B., Skaggs, P., & Fry, R. (2010). The innovation bootcamp. In W. Boks, W. Ion, C. McMahon & B. Parkinson (Eds.), *DS 62: Proceedings of E&PDE 2010, the 12th International Conference on Engineering and Product Design Education* (pp. 216-221). Trondheim, Norway.

Conference Paper — Contributor 2010

Howell, B. (2010). Training students to critically assess a design rhetoric. In W. Boks, W. Ion, C. McMahon & B. Parkinson (Eds.), *DS 62: Proceedings of E&PDE 2010, the 12th International Conference on Engineering and Product Design Education* (pp. 550-555). Trondheim, Norway.

WORK HISTORY

Brainbridge Studio Salt Lake City, Utah MAR 2011 – PRESENT

Design Consultant

- Build consulting practice offering interaction, user experience, and product design.
- Achieve client business goals with a combination of research and iterative design.
- Design and implement cohesive brand experiences across digital and physical products.
- Fuel customer experience and brand strategy with requirements gathering, concept validation, user research, and prototype testing.

RainFocus Lindon, Utah MAR 2016 – SEP 2017

User Experience Designer

- Conduct user research to align information architecture to user needs.
- Develop user interface and brand style guide.
- Work closely with front-end developers to develop flagship product features.
- Validate design decisions via prototype testing.
- Mentor junior designers.

Moki Lehi, Utah JUL 2015 – MAR 2016

User Experience & Interface Designer

- Design interfaces for device fleet management and e-commerce.
- Architect intuitive navigation and task flows that align with customer needs.
- Validate user experiences with prototypes, mockups, and usability testing.

Profire Energy Lindon, Utah MAR 2014 – MAR 2015

Designer

- Design digital style guide for web and mobile user experiences.
- Conduct market research to inform brand and UX strategy.
- Design industrial products, packaging, and print and digital marketing collateral.

Truss Provo, Utah MAY 2013 – MAR 2014

Designer

- Design internal digital and print marketing, branding, and design style guide.
- Provide consulting services for client branding, web, and UX design.
- Design packaging, promotional kits, point-of-purchase displays, and logos for client projects.

Klim Rigby, Idaho JAN 2013 – APR 2013

Design Intern

- Design new bags and packs for the 2014 season.
- Prepare tech packages and specifications for manufacturing.

Brigham Young University — School of Technology Provo, Utah FEB 2010 – MAY 2012

Research Assistant

- Collaborate with faculty on design and development projects.
- Coauthor and edit papers for publication.
- Advise faculty on research presentations.
- Help instruct foundational industrial design courses.

Aspen Medical Products Irvine, California JAN 2011 – APR 2011

Design Intern

- Collaborate with senior designer to create ergonomic and aesthetic spinal orthotics.
- Validate designs with patients, doctors, and orthotic specialists.

