

Garrett Ward

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EDUCATION

University of Utah, David Eccles School of Business
Bachelor of Arts, Business Administration (Marketing Major anticipated)
Minor: Artificial Intelligence

Salt Lake City, UT
August 2024-Present

Related Coursework

- **Information Systems (IS 3060)** – Examining how information systems support business decision-making, with emphasis on Business Intelligence, data-driven strategy, system components, and the integration of emerging technologies such as AI in organizational contexts.
- **Principles of Marketing (MKTG 3040)** – Studying consumer behavior, brand strategy, market segmentation, and the use of market research and analytics to inform branding and marketing decisions.
- **Entrepreneurship (ENTP 3070)** – Exploring opportunity recognition, customer discovery, lean startup methods, and pitching viable business ideas grounded in market and use
- **Human Behavior in Organizations (MGT 3030)** – Understanding organizational behavior, leadership, motivation, and team dynamics to improve management effectiveness and workplace performance.
- **UX/UI Certificate – DesignLab** – Completed an intensive, hands-on UX/UI certification focused on user research, wireframing, prototyping, usability testing, and interface design, with an emphasis on human-centered design and real-world product development.

SKILLS/CERTIFICATIONS

Skills: Illustrator | Excel | Figma | n8n | ModernCampus | HTML

Languages: English | Russian

Certifications: UX Academy Certification | Designlab

EXPERIENCE

UX Design Assistant
J.Williard Library - University of Utah

Salt Lake City, UT
August 2024 – Present

- Designed and prototyped user-centered interfaces in **Figma**, creating wireframes and interactive prototypes to improve usability and accessibility across library digital services.
- Conducted **user research** including interviews with 20+ students and instructors, user-flow observations, and persona development to identify pain points and inform design decisions for student-facing systems.
- Developed and implemented **AI-supported bulk alt text generator** that improved alt text workflow, speed and productivity by 50%.
- Collaborated cross-functionally with librarians, developers, and campus stakeholders to translate user needs into actionable design improvements.

Shift Lead / Front of House Manager
Pizza Nono

Salt Lake City, UT
July 2023 – Present

- Collaborated with team of 8 to provide weekly maintenance for 46 properties, increasing efficiency by regular communication, planning, paying attention-to-detail, and time management skills
- Dramatically improved customer loyalty from 75% to 97% satisfaction by improving service quality and streamlining operations processes

ACTIVITIES

Volunteer Church Service*Jan 2018 – Jan 2020*

- Planned, organized, and taught English courses to assigned Russian community in both English and Russian.
- Supervised 10 representatives for final 6 months; organized and conducted conferences, facilitated training programs and measured progress/results of organization
- Facilitated and organized large-scale community and service projects.

Community Food Bank Volunteer*Jan 2023 – Present*

- Assist with preparing and serving food for distribution to local individuals in need.

PROJECTS/PRESENTATIONS

J. Willard Marriot Library | Room Scheduler*September 20XX*

- Collaborated with a four-person team to analyze an existing scheduling and space-management challenge for a campus /library initiatives, identifying user needs and operational constraints.
- Designed and deployed a new and improved room scheduling system.

J. Willard Marriot Library | Alt-Text Generation*January 20XX*

- Contributed to the development of an AI-driven accessibility tool designed to generate inclusive and compliant alt text at scale for digital content.
- Presented web accessibility standards in the online web-masters forum with 50+ participants.

INTERESTS

Fly Fishing, Snowboarding, Boating, and Hiking.