



ODOMVISAL SOK
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📍 SALT LAKE CITY, UT

EDUCATION

FASHION INSTITUTE OF DESIGN & MERCHANDISING (FIDM)

Jun '13

A.A. GRAPHIC DESIGN
Magna Cum Laude

UNIVERSITY OF UTAH

Dec '11

M.S. INFORMATION SYSTEMS

UNIVERSITY OF UTAH

Dec '09

B.S. INFORMATION SYSTEMS
Cum Laude

EXPERIENCE

NAV Draper, UT | Feb '19 - Current

ART DIRECTOR

Lead Nav's brand redesign, supporting a new brand framework and increasing conversion rates by more than 32% on the marketing site.

Manage and creatively lead a team of designers to define and deliver designs that adhered to brand guidelines and supported overall business strategies

Use and encourage systems-level design thinking to drive solutions that scale

Understand, translate, and respond to business strategy and performance data to steer the direction of design concepts

Create and implement effective and efficient design processes that are utilized across multiple teams including, copy, SEO, product, and development

Lead brainstorming and critique sessions that foster design innovation while raising the bar on details

SR. GRAPHIC DESIGNER

Evaluated and redesigned homepage and other high traffic pages of Nav's website, resulting in a 25% increase in conversion rate

Created and established Nav's brand guidelines and design system, encouraging creative consistency across all mediums while continuing to evolve Nav's brand as it grows

Worked cross-functionally to drive design solutions for Nav's website, print and digital marketing assets, sales collateral and emails from early concept through final implementation and iteration

Presented and rationalized design work to stakeholders internal and external to the company

CLEARLINK Salt Lake City, UT | May '18 - Feb '19

SR. ILLUSTRATOR/GRAPHIC DESIGNER

Designed and illustrated solutions for campaigns across 10 different brands, earning over 2,500 pieces of digital, radio, print, and television coverage on major publications like PCMag, USA Today, and CNET

PERFORMANCE MATTERS Sandy, UT | Jan '17 - May '18

SR. VISUAL DESIGNER

Managed the creative direction and development of all brand and marketing assets including website, sales collateral, environmental graphics, emails, and presentations

SOLUTIONREACH Lehi, UT | Jun '14 - Dec '16

GRAPHIC DESIGNER

Collaborated with the design team to drive a seamless user experience by implementing consistent design across each touchpoint in the user journey. This included building, expanding, and maintaining brand guidelines and foundational assets across the website, 10,000+ newsletters and emails, marketing campaigns, and product UI

BLUEHOST Orem, UT | Oct '13 - Jun '14

GRAPHIC DESIGNER

Developed concepts and designs for marketing campaigns, ecommerce, social, paid, email and consumer products across Bluehost and its portfolio of brands