

Connor Thorson

Product Designer & Front End Developer

Experience

Vast – Product Designer

October 2025 – Present

Sole product designer for a B2B SaaS platform supporting field service operations for the parent company's gaming terminal network. Built the company's design system from scratch in Figma and led end-to-end UX/UI across mobile and desktop apps, replacing manual processes and third-party tools with custom in-house solutions.

- Built the company's design system from scratch in Figma, spanning mobile and desktop apps
- Designed automated route generation, cutting nightly planning from hours to minutes
- Designed real-time ETA tracking and remote machine-restart tools for call center reps, resolving ~40% of issues without a technician dispatch
- Designed several internal tools replacing third-party subscriptions, including an automated cash ledger, project management platform (replacing Monday.com), and in-house CRM (replacing HubSpot)
- Designed role-based dashboards and time-tracking tools across all user types (technicians, district/regional managers), as well as an AI chatbot/search interface for financial reporting
- Collaborate closely with the product manager on user research, gathering feedback to inform product requirements and design decisions
- Act as project manager and creative director for internal brand refreshes, directing freelance logo/branding designers
- Design and develop WordPress websites for internal brands; serve as the team's go-to resource for all website-related work

Lumen Creative – Senior UI Designer/Developer

September 2020 – October 2025

Designed and developed custom web applications, dashboards, and websites for 40+ clients, primarily foodservice operators, from early concept through launch. Also mentored junior designers and served on the company's DEI Council.

- Partnered with 40+ clients to design and develop end-to-end web applications, dashboards, and consumer-facing websites, from wireframes to high-fidelity prototypes in Figma and Adobe XD
- Conducted user research and behavioral analysis using HotJar, Microsoft Teams, Google Analytics, and SEMRush to inform design decisions and improve site usability
- Designed and developed front-end solutions using HTML, CSS, JavaScript, and WordPress, modifying themes to support new functionality and collaborating with developers to ensure technical feasibility
- Built and maintained multiple design systems simultaneously, collaborating with the graphic design team and cross-functional partners to create a cohesive yet distinct experience for each client
- Transitioned to sole UI designer/developer for my final 2 years, mentoring a junior designer/developer while maintaining the same client workload independently
- Member of the Diversity, Equity & Inclusion Council

Red Lab – Freelance WordPress Developer

January 2025 – Present

- Develop custom WordPress websites from agency-provided designs, serving clients in the real estate and banking/financial sectors
- Act as sole developer on most projects, managing the build from design handoff to launch
- Collaborate with other developers/designers on certain projects depending on scope
- Occasionally take on design responsibilities in addition to development, depending on project scope

Mindz Eye Marketing – Freelance Web Content & Interface Designer

May 2016 – Present

- Design consumer-facing interfaces across healthcare, finance, and non-profit industries, with a focus on responsive and accessible user experiences
- Use analytics (Google Analytics, SEMRush) and usability insights to improve site performance and user engagement
- Diagnose and resolve security issues, implementing safeguards via plugins like Sucuri, WordFence, and Solid Security; optimize performance using CDNs and next-gen image formats

U.S. Environmental Protection Agency – UI Designer/Web Developer

June 2018 – September 2020

- Designed high-fidelity prototypes (Sketch, InVision, Figma) for internal decision-making tools, collaborating with remote and in-office teams to improve usability
- Developed front-end features (HTML, CSS, JavaScript, jQuery, Node, Django, Electron) for a desktop application supporting data visualization for smaller communities
- Built a front-end map interface using Leaflet and StreamCat API data to visualize watershed catchment boundaries

Education

University of Northern Iowa – Cedar Falls, IA

August 2014 – May 2018

Bachelor of Arts in Interactive Digital Studies

Emphasis in computer science and interface design

Skills & Tools

Strong collaboration skills, user-centric and responsive design, dashboard and mobile app interfaces, creative direction, project management, wireframing & prototyping, user and design trend research, heatmap analysis, SEO research, debugging, client interviewing, website performance optimization, WCAG accessibility standards

Design Tools: Figma, Adobe XD, Sketch, Photoshop

Front-End Development: HTML, CSS, JavaScript, jQuery, VueJS

CMS Platforms: WordPress, Drupal

Analytics & Research: Google Analytics, HotJar, SEMRush