



Quinn Bell

1 (801) 560-3358
quinn@quinnbelldesign.com

quinnbelldesign.com

Bachelor of Fine Arts
Southern Utah University / 2008

Business Management Minor
Southern Utah University / 2008

Loveland Innovations

Property Inspections for Insurance, Solar, and Roofing Contractors.

Pleasant Grove, UT
lovelandinnovations.com

Senior Art Director
User Experience (UX) Designer
Oct 2017 – Present

Senior Art Director

Designed marketing assets such as campaigns, tradeshow graphics, and print collateral to support our various marketing initiatives.

Website Redesign Implemented a new page builder through Wordpress that could be easily managed, maintained and updated by anyone.

Video/Animation Designed and animated numerous videos to be used for marketing purposes.

Branding Developed a company identity and styleguide that could be handed off to any designer to be able to implement as to maintain visual consistency of the Loveland brand.

User Experience Designer

Heavily involved in the constant evolution and iteration of our IMGING app to provide the tools necessary to Digitize, Analyze, and Act.™ through property data capture.

Such features include:

1. Job and Task Creation.
2. Automated Drone Flight Planning
3. Area Measurements.
4. Inspection Annotations
5. AI Damage Detection
6. Property Profiles
7. Solar Shading Analysis
8. Roofing Bids
9. User Self Signup
10. Property Reports
11. Data Exports

Solar Shading Analysis

Designed an extensive user experience where a user can interact with a residential 3D model along with other necessary solar data to determine the optimal location for solar panels based on energy produced from our sun.

Mobile App Redesign

Complete iOS mobile redesign of our IMGING app. I took the robust nature of our desktop software and had to designed it to be used on mobile device.

Web App Redesign

Overhauled our existing web app to implement a better overall user experience and to effectively compete against other top tier SaaS applications.

OOBLEC Design

SLC, UT
ooblecdesign.com

Creative Director / Partner
May 2014 – Oct 2017

Creative Director / Partner

Successfully ran a business that focused on product and business development with projects ranging from backpacking water filters to tactical backpacks.

Ran client pitch meetings outlining market research that was conducted into certain demographics.

Art Directed and produced many successful photo shoots including scouting locations, and talent search. All within certain budget constraints.

Developed successful branding for multiple companies in the kitchenware, headphones and recreational solar market.

Managed client to designer communications in a productive manner.

Cultivated a longterm relationship and contracted with MRM//MCCANN, one of the premier advertising agencies in Utah.

3form

SLC, UT / 3-form.com

Art Director
Sept 2014 – May 2015

Art Director

Intricate team member to our marketing department that designed creative material such as product catalogs, social campaigns, videos, product photography and website updates.

Launched and ran 3form Talks YouTube channel, a hub for the 3form family to gain product and company knowledge about the products they offer.

Signature Products Group

SLC, UT / spgcompany.com

Creative Director SLC, UT
May 2013 – May 2014

Graphic / Product Designer
Sept 2010 – May 2013

Creative Director

Effectively execute and time manage multiple projects between 3 designers.

Brainstorming leader in quantifying our market niche to better target applicable costumers.

Created new automotive packaging identities for 2 of our biggest clients, Mossy Oak and Realtree.

Branded and facilitated the launch of our new division of eye wear products for Mossy Oak and Realtree Outfitters. Packaging, POP Displays, Catalog, Tags.

Successful automotive product pitch to Under Armour Apparel.

Complete overhaul of our company website to a retail customer experience.

Art Director | Product Designer

Graphic/Product Designer for Utah's 5th fastest growing company that manufactured automotive and casual apparel for such major outdoor companies as Browning Firearms, Mossy Oak, Realtree Outfitters, and Ducks Unlimited.

Assembled production tech-packs for China that had to display the printing and application of certain designs created in-house.