



sean hayden anthony

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summary

UX Researcher and Designer with a Master of Science in User Experience from Arizona State University and 25+ years leading customer experience (CX) strategy in high-performance, global environments. Career foundation in CX and hospitality, designing seamless journeys for Olympic and Paralympic athletes, teams, and stakeholders across 40+ nations. Brings the same focus on user needs, accessibility, and human-centered design to digital UX research and strategy. Skilled in mixed-methods research, usability testing, accessibility audits, and translating insights into actionable design solutions that improve user satisfaction and business outcomes.

education

Arizona State University | Ira A. Fulton Schools of Engineering

- Master of Science | User Experience

Northern Arizona University | College of Arts & Letters

- Master of Arts | English (Rhetoric)

University of Wisconsin – Madison | School of Business

- Bachelor of Business Administration | Marketing (Research)
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experience

UX/UI Design Intern | ASU SolarSPELL Initiative

Remote | Current

- Designing and prototyping accessible, user-friendly interfaces for SolarSPELL's offline digital libraries and management system, optimizing navigation for diverse global users.
- Creating wireframes, mockups, and interactive prototypes in Figma using design systems, component libraries, and scalable UI patterns.
- Collaborating with cross-functional teams to translate user needs into intuitive, multilingual UI solutions adaptable to various screen sizes.
- Documenting design decisions and developing UI guidelines to support continuity for future collaborators.

UX Researcher (freelance) | Utah Olympic Oval

Kearns, Utah | 2024

- Performed a comprehensive heuristic evaluation and conducted user research, including user surveys, interviews, usability testing and an accessibility audit.
- Created research-related artifacts, including user journey maps, personas, affinity diagrams, user flows, and wireframes and prototypes.
- Analyzed and synthesized findings into actionable recommendations, and presented to senior leadership to drive decision-making.

AI Content Writer | Outlier

Remote | 2024

- Evaluated AI-generated content for linguistic quality, coherence, compliance, and tone.
- Developed rubrics and editorial frameworks to guide consistent, accessible outputs, creating rubric-based prescriptions for ideal and non-violative responses.
- Provided feedback to enhance LLMs' clarity, accuracy, and alignment with user prompts.

Sports Management Consultant (Contract) | Utah Olympic Legacy Foundation

Park City, Utah | 2022 – 2023

- Designed and executed a comprehensive resource assessment to identify opportunities to optimize service infrastructure.
- Applied UX and CX frameworks to guide the design of a user-centered support hub, centralizing and enhancing services across multiple venues.
- Conducted stakeholder interviews and process evaluations to identify gaps and propose UX-driven solutions.
- Delivered feasibility plans integrating complex system workflows for long-term sustainability leading into the 2034 Olympic Games.

Founder & Director | Hypo2

Flagstaff, Arizona | 2008 – 2023

- Founded and scaled one of the world's top Olympic and Paralympic training centers, designing and implementing user and customer experience strategies for elite sport clients from 40+ nations.
- Partnered with the Northern Arizona Center for Entrepreneurship and Technology to develop scalable business processes and technology-driven service systems.

- Created service processes, touchpoints, and feedback loops to ensure seamless user journeys in high-performance environments.
 - Led cross-functional teams in delivering high-touch, user-centered solutions that resulted in strong client retention and measurable performance outcomes.
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skills

- Mixed-Methods Research (qualitative + quantitative)
 - Generative & Evaluative Research
 - Usability Testing (moderated & unmoderated)
 - Accessibility Audits & Inclusive Design (WCAG, POUR)
 - Customer Journey Mapping & Service Design
 - Stakeholder Engagement & Storytelling
 - Research-to-Strategy Alignment (roadmaps, business outcomes)
 - AI-Assisted Research (ChatGPT, NotebookLM)
 - Cross-Functional Collaboration
 - UX Tools: Figma, Balsamiq, OptimalSort, UserTesting, Qualtrics, Dovetail
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misc

User Experience Design Certificate

- **Google**
Completed a comprehensive UX program covering user research, wireframing, prototyping, and usability testing. Gained proficiency in UX design tools and applied human-centered design principles to create user-focused solutions.

Member

- **User Experience Professionals Association (UXPA) International**
Supporting people who research, design, and evaluate the user experience (UX) of products and services

Volunteer Leadership

- **Flagstaff Sports Institute**
Served as founding board member for long term athlete development non-profit, developing programming, recruiting sponsors, and organizing fundraising events.
- **City of Flagstaff Bicycle Advisory Committee**
Served as committee member working hand-in-hand with the Transportation Commission on issues related to planning for and accommodation of bicycles.