To whom it may concern,

ApplicantPro supports the new proposed Design degree at Dixie State University. Our company has the need for designers with the skills that this degree would offer. Focus on User Interface and User Experience designers is key.

We have worked with DSU and the CIT department during our User Experience and development process and excited about the opportunity to add UI, UX and IxD designers to our teams from our local University.

During our time in Southern Utah while trying to hire designers we have noticed a majority of our applicants are from other states. This has made it clear that there is a void within the local talent pool and a need for a degree of the proposed sort. As our organization grows we would like to support our local talent development and economy.

We have actively sought out to be involved with the local talent development within the CIT department through various events and hosted meetups. During these moments and conversations with our local students, they have expressed great interest in the field and the practice of design required for development. Some have even attended free and paid seminars or events trying to gain more education for the practice. Some of those have attended multiple years in a row trying to gain the skills necessary. Offering a proper course set in design at DSU with a strong emphasis on User Interface and User Experience Design would help fill this education gap.

Thank you for your time and consideration,

Trent Staheli
CTO, ApplicantPro
November 15, 2017

To whom it may concern,

Please consider this my official letter of support for the Design degree proposed at Dixie State University (DSU). The newly proposed Design program at DSU has been intentionally crafted to meet the demonstrated needs for UI/UX designers in industry. EKR has significant need for this specific talent. EKR is a marketing agency that helps organizations build brands that produce measurable results. We employ over 60 in-house strategists, designers and web developers and we are constantly looking for the type of talent DSU is trying to build with this bachelor degree in Design.

The anticipated Design degree will address many of the skill gaps we see in industry for talented UI/UX designers including in-depth skills in design thinking, problem solving, creating user experiences (UX), crafting user interfaces (UI), creative thinking, and current design workflow methodologies that will advance the software development industry.

We look forward to collaborating with DSU on this design degree and enthusiastically support the development of these critical UI/UX, technology, thinking, and traditional designs skills offered in their Design degree. What we are most excited about is the development of tech talent our industry needs and relies on to be successful.

Best,

Lance Black

Lance Black
CEO EKR
(801) 377-9321
lance.black@ekragency.com
November 15, 2017

To whom it may concern,

Love Communications is in full support of the Design degree proposed at Dixie State University (DSU). Our company is in constant need for the type of tech talent this degree offers. What is unique about this degree is their focus on UI/UX designers within the design space.

Additionally, we love the curriculum elements covering creativity, innovation, design thinking, problem solving, technical skills development, make and create hands-on experiences, and user experience/user interface design.

DSU has been a forward thinking partner in its brand pivot to Dixie Trailblazers and we have appreciated working with their team in the marketing and public relations departments. We enthusiastically support the development of this degree and the students that will get these skills and talents.

Best,

Aaron S. Evans
VP/Shareholder