

# Candace Wilson

## Senior UI/UX Designer

Seasoned UI/UX Designer with a strong background in digital and UX/UI design and research, seeking to leverage my extensive experience and skills to create user-centered designs that enhance user experience and increase product value.

### **UX Designer II** | *Launch by NTT Data (Oct. 2021 - present) / Remote*

- Conduct research on color and light, user testing, and A/B testing to improve software design.
- Created and presented wireframes to Product Owners and stakeholders for both new software and ad hoc projects
- Iterated through various versions of visual UI design, presented with high-fidelity prototypes for stakeholder feedback and approval.
- Created a design system and style guide to be used for current software and beyond for consistency across platforms/products.
- Supported the dev teams during implementation. Attended standups and refinement meetings to clarify design work, define MVP, and refine user stories.
- Daily team design reviews to refine design thinking.

### **UX Design Lead (Volunteer)** | *Virufy (Sept. 2021 - Dec. 2021) / Remote*

- Led and mentored a global team of five UX designers/researchers, driving the maintenance and enhancement of the Virufy app grounded in data-driven results.
- Contributed UX research and design skills to a non-profit organization leveraging AI technology for the detection of COVID-19 from cough patterns.
- Orchestrated user testing research, generating valuable insights to guide the design process.
- Analysed user drop-off patterns, using this data to inform effective strategies to improve user retention and engagement.
- Showcased updated Figma designs to stakeholders and developers, facilitating a smooth hand-off process.
- Led team standup meetings to ensure clear communication, addressing any questions and removing potential blockers for efficient project progression.

### **UI/UX Developer/Designer** | *StrategyCorps (Nov. 2020 - Oct 2021) / Remote*

- Designed innovative new application features using AdobeXD, improving user experience and engagement.
- Created wireframes that laid out the architecture of the intended design for web and mobile applications.
- Developed prototypes for web and mobile applications, allowing stakeholders to visualize and understand proposed designs before full development.
- Conducted comprehensive project research to inform the design process and ensure the end product aligns with user needs and business goals.

[www.candacewilson.me](http://www.candacewilson.me)

[candaceyw@gmail.com](mailto:candaceyw@gmail.com)

865.403.2773

[Linkedin.com/in/candaceyw](https://www.linkedin.com/in/candaceyw)

## **EDUCATION**

### **Thomas Edison State University**

*March 2023 - expected Nov 2023*

Bachelor of Arts in Liberal Studies, focusing on Psychology and General Management

### **Google UX Certification**

*Aug. 2021*

Completed a rigorous training program covering UX research, inclusive design, wireframes, high-fidelity prototypes, and tools like Figma and Adobe XD.

### **Google Project Management Certification**

*June 2023*

Agile project management, budgeting and procurement, effective communication, scoping and planning, as well as stakeholder and risk management. Including initiating, planning, and executing both traditional and Agile projects, demonstrating competence in process improvement and risk management.

### **Lambda School**

*Sept. 2019 - Nov. 2020*

18-month remote technical training program specializing in web development and computer science fundamentals.

### **Pellissippi State Community College**

*Aug. 1999 - May 2003*

Associates, Graphic Design

### **Senior Designer** | *Covenant Health (May 2014 - Nov. 2020)*

- Crafted various marketing materials for multiple hospitals, covering different mediums like web graphics, print materials, and digital projects.
- Pioneered extensive photography initiatives, capturing impactful visuals across the entire hospital system.
- Worked closely with various teams to ensure a unified brand image and maintain quality across all visual outputs.
- Managed the simultaneous handling of multiple projects, meeting stringent deadlines while preserving exceptional design quality.
- Balanced creative vision with the practical requirements of a healthcare setting, ensuring design accessibility and effectiveness.
- Proactively communicated with stakeholders to clarify design requirements and receive feedback.

### **User Experience Design and Brand Consultant** | *Freelance (Nov 2007 - June 2016)*

- Offered strategic consulting in the domains of branding and website development, with a particular emphasis on user experience design.
- Undertook market analysis and comparative research to guide design decisions and enhance user interaction.
- Oversaw and modified WordPress sites, personalizing them to meet client business objectives and user requirements.
- Developed distinctive logos and webpages, utilizing design thinking principles and UX practices to provide effective solutions for clients in their respective markets.
- Employed social media advertising channels, like Facebook and Instagram, for client acquisition and engagement, thus broadening my client network.

### **Tools**

Figma  
Jira  
Azure DevOps  
Miro  
Dovetail  
AdobeXD  
Indesign  
Photoshop  
Illustrator  
Asana

### **Development**

HTML  
CSS (Sass/Less)  
JavaScript  
WordPress  
React.js  
Redux  
Node.js  
SQLite3  
PostgreSQL  
Python