

Candace Wilson

Senior Product Designer

Designer with over 20 years of experience, specializing in leading design projects from conception to implementation. Recognized for exceptional mentorship, having been rated as a top 1% mentor globally. Passionate about leveraging a deep understanding of user needs and business strategy to lead teams towards excellence in the ever-evolving tech landscape.

Senior Product Designer | *Nelnet (July 2023 - present)*

- Analyzed design issues in a current system to find opportunity for improvements.
- Performed usability testing along with A/B testing on a new design to determine task failure rates to make recommendations on updating the software to be more usable and making plans to correct major issues.
- Pioneered an A/V Club with the design team to give space to continue to learn and connect as a remote team.
- Mentored junior designers to help them roadmap their careers and guide them with feedback on current work.
- Spoke at the 2023 IT Conference on Trust in AI through UX Design.

UX Designer II | *Launch by NTT Data (Oct. 2021 - July 2023)*

- 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.

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

- 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.

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EDUCATION

Thomas Edison State University

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

Pellissippi State Community College

Associates, Graphic Design

CERTIFICATIONS

Google UX Certification

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

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

Full-Stack Web Development

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

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.
- Produced and revised branding projects to evolve with hospital objectives and audience needs.
- Proactively communicated with stakeholders to clarify design requirements and receive feedback.

VOLUNTEER ROLES

Design Mentor | *AdpList (June. 2023 - present)*

Consistently ranked Top 1% of mentors in design.

I'm passionate about giving back and continuing to learn, which is why I love mentoring designers all over the world. It's a fulfilling experience that helps me grow as a professional, and I get to make an impact on the lives of other designers.

UX Design Lead | *Virufy (Sept. 2021 - Dec. 2021)*

- 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 blockers for project progression.

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