

# Emily Wilson

## Product Designer (UX/UI)

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### Summary

New York based UX Designer accepting challenging new projects. My experience with product design spans across research, strategy, interaction design, visual design, testing, and development.

### Recent Projects

**Blocbox** is a responsive website that allows users to collect and store data in a single platform. Working in Balsamiq, Sketch, HTML, CSS, JavaScript.

**FoodTrux** is an iOS mobile app prototype designed to simplify the food truck payments process. Working in Sketch, Adobe CS.

**Seabikes** is an e-commerce mobile app prototype designed to increase conversion rates for purchases of water bikes. Working in Sketch & Axure.

### Education

**Saint Joseph's University - Erivan K. Haub School of Business**

B.S. Business Administration

**Bloc.io**

UX/UI Design Apprenticeship

### Experience

**UX/UI Designer** (Dec 2018- Current)

Synechron

- Currently in training for a full transition from Business Development to UX Design.

**UX/UI Design Apprenticeship** (Mar 2017- Dec 2018)

Bloc.io

- Completed 750+ hour project-based UX Design work under the mentorship of 2 accomplished UX professionals.
- Developed user surveys and conducted interviews for creation of personas, user stories, user requirements, and user flows.
- Created brand identities such as brand name, logo, typography, layout, color palette, and style guide.
- Built prototypes and iterated based on user testing. Prototypes included clickable lo-fi & hi-fi wireframes, as well as html/css/javascript for mobile and responsive web applications.

**Manager Business Development** (Dec 2017- Current)

Synechron

- Responsible for creation and management of the sales process, account-based marketing, client relationship management, and overall engagement strategy for the Morgan Stanley account.
- Develop strategic partnerships aimed at the adoption of innovative technology solutions and project-based consulting engagements.
- Collaborate with design team to proactively build prototypes of AI/ML solutions aimed at solving various business use case problems, and presented solutions to executive teams at Morgan Stanley, communicating the overall benefits to the business and cost savings.
- Successfully grew our digital (UX/UI design), technology, and business consulting practices within Morgan Stanley by working with our global team to increase the headcount from 250 to 350+ consultants in 12 months.

**Technology Sales Executive** (Jan 2013- Dec 2017)

PCM, FusionStorm

- Provided a consultative approach when recommending and designing end to end technology solutions for cloud, on-premise, and hybrid data center solutions.
- Presented solutions to customer executive teams (IT Directors, CIO's, COO's CFO's, etc) explaining the benefits, overall transformation strategy, and return on investment.
- Worked closely with district managers, inside sales representatives, engineering team, legal team, and project managers to ensure open communication and a successful delivery of the contracted solutions.
- Oversaw entire project lifecycle and ensured recommended solutions met all required business, technical, and financial objectives.

### Skills

Visual Design

UX/UI Design

Project Management

User Research & Testing

Brand Strategy & Identity

Information Architecture

Personas & User Stories

Wireframing & Prototyping

### Tools

Sketch3

Axure RP Pro

Balsamiq

Adobe CS

InVision

Atom

Git/GitHub

HTML5, CSS3

& JavaScript