

# Emily Wilson

Product Designer (UX/UI)

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## Summary

Targeting a position as a UX Designer on an ambitious and innovative design team. My experience with product design spans across research, strategy, interaction design, visual design, testing, and development. Over the past 1.5 years I have built several prototypes for mobile applications as well as responsive websites. Understanding stakeholder objectives and vision, and crafting user centric solutions backed by data.

## Education

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

**Bloc.io - UX/UI Design Apprenticeship**

## Experience

**UX/UI Design Apprenticeship (Mar 2017- Oct 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

- User Research
- User Surveys
- User Interviews
- Strategy
- Personas
- User Stories
- User Flows
- Sketching
- Wireframing
- Prototyping
- User Testing
- Data Analysis
- Branding
- Information Architecture
- Responsive Web Design
- Business Development
- Workshops

## Tools

- Sketch3
- Axure RP Pro
- Balsamiq
- Adobe CS
- InVision
- Usability Testing
- Atom
- Git/GitHub
- HTML5
- CSS3
- JavaScript

## Interests

- Being outdoors
- Traveling
- Hiking
- Running marathons
- Dog mom life
- Cooking
- Home improvement projects
- AI/ML