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.

Recent Projects

- **Blocbox** is a responsive web page that allows users to collect and store data in a single platform. Working in Balsamiq, Sketch, HTML, CSS, &JavaScript.
https://emilywilsondigitaldesign.com/blocbox.html
- **FoodTrux** is an iOS mobile app prototype designed to simplify the food truck payments process. Working in Sketch & Adobe CS.
https://emilywilsondigitaldesign.com/foodtrux.html
- **Seabikes** is an e-commerce mobile app prototype designed to increase conversion rates for purchases of water bikes. Working in Sketch & Axure.
https://emilywilsondigitaldesign.com/seabikes.html

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.

Education

- **Saint Joseph's University - Erivan K. Haub School of Business**
B.S. Business Administration
- **Bloc.io**
UX/UI Design Apprenticeship

Skills

- **Visual Design**
- **UX/UI Design**
- **Project Management**
- **User Research & Testing**
- **Brand Strategy & Identity**
- **Information Architecture**
- **Personas & UserStories**
- **Wireframing & Prototyping**

Tools

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