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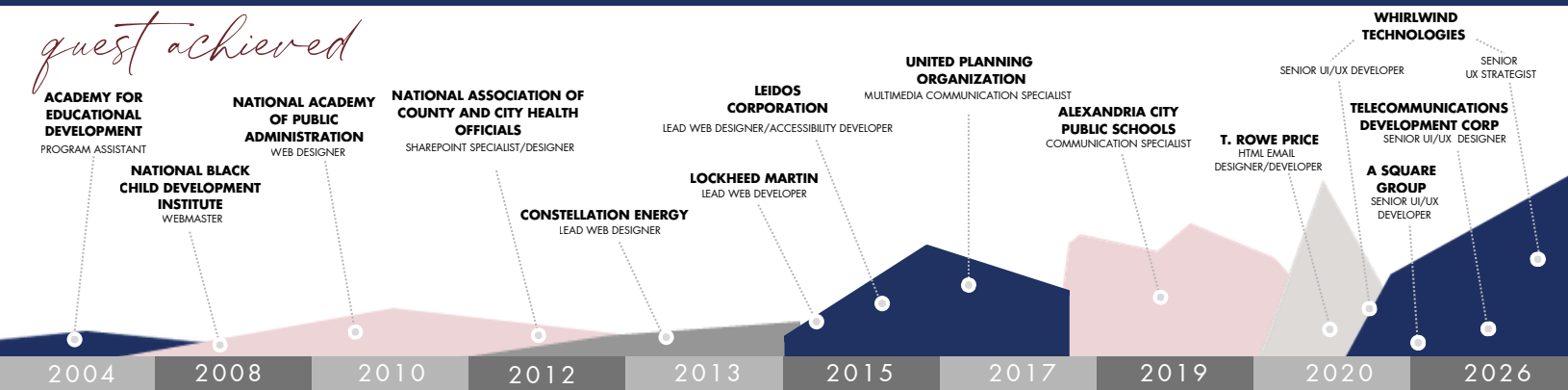
superAFRICA WILSON, ACE

SENIOR PRODUCT / UX DESIGNER | ENTERPRISE EXPERIENCE
STRATEGY | HUMAN-CENTERED DESIGN | CREATIVE CATALYST

ABOUT

Senior UX / Product Designer with extensive experience designing intuitive, accessible digital experiences across enterprise applications, customer portals, personalized dashboards, and employee engagement platforms. Skilled in end-to-end UX design, user research, journey mapping, information architecture, prototyping, usability testing, and cross-functional collaboration. Experienced in translating complex workflows and business requirements into scalable, user-centered solutions that support engagement, usability, and business objectives. Seeking opportunities to leverage creativity, strategic thinking, and technical expertise to build meaningful and visually compelling digital experiences.

quest achieved



MAGICAL POWERS

WEB & INTERACTIVE MEDIA

- DIGITAL TRANSFORMATION
- USER INTERFACE DESIGN
- INFORMATION ARCHITECTURE
- USER EXPERIENCE
- EMAIL MARKETING DESIGN
- SOCIAL MARKETING DEVELOPMENT

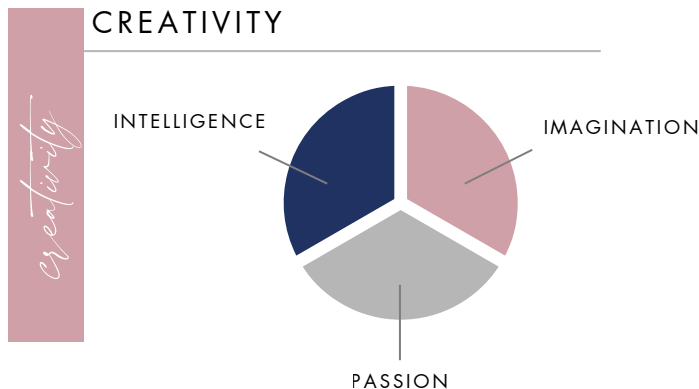
PRINT

- STATIONERY
- CORPORATE IDENTITY
- ILLUSTRATION
- KNOWLEDGE IN VARIOUS STYLES OF PRINT OUTPUT & BINDERY
- PANTONE & COLOR-SEPARATION PROCESS

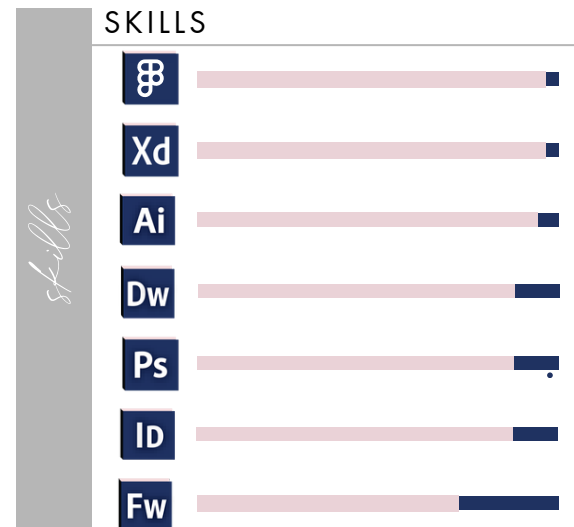
OTHER INTEREST

- WEB TREND ENTHUSIASTS
- TECHNOLOGY ENTHUSIASTS
- HGTV LOVER

CREATIVITY



SKILLS



HTML5.CSS3. JAVASCRIPT. ACTIONSSCRIPT 3.0. XML. XHTML.

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experience

WHIRLWIND TECHNOLOGIES, FOREST HEIGHTS, MD

SENIOR UX STRATEGIST | CONTRACT, NOVEMBER 2025 – OCTOBER 2026

- Led end-to-end UX strategy and product design initiatives, translating complex business requirements into intuitive, accessible, and scalable digital experiences.
- Applied usability evaluation, user behavior insights, stakeholder feedback, and experimentation where applicable to refine digital products; maintain design systems and UI standards.
- Collaborated with developers, product stakeholders, and business teams to align user needs, technical requirements, and strategic objectives throughout the design lifecycle.
- Developed and maintained scalable design systems, reusable UI components, interaction patterns, and design specifications to ensure consistency across enterprise digital platforms.
- Modernized legacy digital experiences through research-informed design, responsive interfaces, accessibility standards, and emerging technologies.
- Delivered high-fidelity UI designs, interactive prototypes, and annotated design specifications to support seamless design-to-development implementation.
- Designed account registration and onboarding flows, helping users create accounts and move through initial setup with a clear, user-centered experience.

TELECOMMUNICATIONS DEVELOPMENT CORP, WASHINGTON, DC

WEBSITE DESIGNER - SENIOR UI/UX DESIGNER | CONTRACT, FEBRUARY 2025 – FEBRUARY 2026

- Designed branded SharePoint intranet experiences, clear page layouts, and navigation based on organizational identity and user needs.
- Created responsive wireframes, high-fidelity screens, and interactive Figma prototypes; applied accessibility practices, reusable UI patterns, and developer-ready specifications.
- Designed customer/member portal experiences, structuring account information and key user tasks into clear, accessible digital journeys.
- Designed and developed a SharePoint site for DDOT's employee rewards program, creating an accessible, user-centered destination for employees to explore program information and rewards.
- Collaborated with developers and stakeholders to communicate requirements, document specifications, and support effective implementation.
- Developed visual assets, color systems, and digital style guides to strengthen brand consistency across web and print materials.

A SQUARE GROUP, FREDERICK, MD

INTERACTION DESIGNER/VISUAL DESIGNER/UX DESIGNER, NOVEMBER 2023 – SEPTEMBER 2025

- Designed intuitive, user-centered interfaces and digital experiences for web applications through UX research, usability testing, and data-informed design decisions.
- Created wireframes, prototypes, and high-fidelity mockups that effectively communicate design concepts and interactions.
- Facilitated stakeholder workshops and collaborated with cross-functional teams to deliver scalable, user-focused digital solutions.
- Developed and maintained design systems, style guides, and UX documentation to ensure consistency, accessibility, and scalability across platforms.
- Ensured all digital experiences met Section 508, ADA, and WCAG accessibility standards while aligning with modern UX/UI best practices and emerging technologies.
- Redesigned and modernized legacy digital assets using current UX/UI best practices, emerging technologies, and accessibility standards.

WHIRLWIND TECHNOLOGIES, FOREST HEIGHTS, MD

SENIOR UI/UX DESIGNER, AUGUST 2021 – APRIL 2023

- Led UX strategy and product design for the Census Bureau's RISE Tracking System, translating complex business requirements into user-centered digital experiences.
- Created user flows, wireframes, prototypes, storyboards, sitemaps, and high-fidelity UI designs to guide product development and implementation.
- Designed intuitive personalized dashboards and customer/member portals, simplifying complex information and prioritizing key user tasks.
- Collaborated with cross-functional teams through design, usability testing, and implementation to align user needs, business goals, and technical requirements.
- Established reusable interface patterns and visual design standards to ensure consistency, scalability, and quality; supported usability and mentored colleagues.

T. ROWE PRICE, OWINGS MILLS, MD

HTML EMAIL DESIGNER/DEVELOPER, FEBRUARY 2019 – DECEMBER 2020

- Designed, coded, and delivered responsive, industry-standard email communications for global audiences, ensuring cross-platform compatibility and brand consistency.
- Managed end-to-end campaign lifecycle, collaborating with internal teams and external clients to execute both repeatable templates and custom ad-hoc communications.
- Applied best practices in HTML development, coding hybrid table-based and modern standards-based emails within enterprise marketing systems.
- Conducted SEO research and implemented optimization strategies, integrating keyword insights and content enhancements to improve visibility and engagement across digital channels.
- Balanced high-volume production demands by managing workload through structured intake systems, consistently meeting deadlines while communicating project complexity and capacity.

ALEXANDRIA CITY PUBLIC SCHOOLS, ALEXANDRIA, VA

COMMUNICATION SPECIALIST, AUGUST 2017 – FEBRUARY 2019

- Designed and developed a wide variety of project-specific marketing assets for ACPS and its Divisions, including brand identity manuals, website, social media, advertising, emails, presentations, videos/film, and other print collateral.
- Managed and developed all ACPS websites using WordPress and school content management system.
- Managed brand look and feel to ensure all creative was consistent across all channels and maintained high-quality visuals.
- Created wireframes, use cases, prototypes and site maps for various design projects.
- Created original SEO content for website, designed pages and layout.
- Provided support and maintenance for SharePoint Online instances.
- Used SharePoint Designer for modifying Master Pages. Created new sites/pages and managed permissions for SharePoint sites.

references available upon request

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experience continued

UNITED PLANNING ORGANIZATION, WASHINGTON, DC

MULTIMEDIA COMMUNICATION SPECIALIST, DECEMBER 2015 – AUGUST 2017

- Designed and developed a wide range of marketing assets—including websites, brand identity manuals, social media graphics, advertising, emails, presentations, and print collateral—to support UPO and its divisions.
- Managed and maintained organizational websites and program sites in WordPress, creating wireframes, mockups, and interactive prototypes with Adobe Creative Suite, HTML5, CSS3, JavaScript, and Bootstrap.
- Converted design layouts into responsive web and email templates, ensuring cross-browser compatibility, accessibility (WCAG compliance), and mobile optimization.
- Supported SharePoint 2010–2013 migration and development by building custom applications, managing site templates, content types, and permissions, and training content managers and end users on best practices.
- Collaborated across project phases—including analysis, design, testing, and deployment—while troubleshooting technical issues and delivering scalable solutions for intranet and communication platforms.

LEIDOS CORPORATION, BETHESDA, MD

LEAD UI DESIGNER / ACCESSIBILITY DEVELOPER, APRIL 2013 – DECEMBER 2015

- Designed and developed user interfaces and custom web applications for NHLBI, ensuring usability, accessibility (Section 508/WCAG 2.0), and cross-browser compatibility.
- Built and deployed partner-branded web pages using HTML5, CSS3, JavaScript, and jQuery, delivering responsive, high-quality solutions.
- Managed public, campaign, and intranet sites using Rhythmyx WCMS and Drupal, supporting both content and technical updates.
- Conducted SEO research and optimized pages to improve search visibility and align with content strategy.
- Created dashboards and reports with Adobe SiteCatalyst, Google Analytics, and WebTrends to track website performance and user engagement.
- Collaborated with developers to apply HTML/CSS styling to codebases, enhancing functionality, visual appeal, and overall user experience.

LOCKHEED MARTIN, ARLINGTON, VA

UI/UX DEVELOPER, JULY 2012 – JANUARY 2013

- Planned, designed, and produced reusable web page templates to streamline development for websites and applications.
- Created intuitive wireframes, mockups, and page layouts to support user-centered design solutions.
- Developed responsive websites and interactive graphics using HTML5, CSS3, and Adobe Creative Suite (CS5.5).
- Designed mobile and tablet layouts optimized for cross-device usability and accessibility.
- Led and managed full-scale redesign projects for the FAME department, ensuring modernized, brand-aligned user experiences.
- Partnered with developers and stakeholders to translate business requirements into functional, engaging digital interfaces.

technical proficiency

AI & EMERGING TECHNOLOGY - CHATGPT | CLAUDE DESIGN | LOVABLE | AI-ASSISTED UX WORKFLOWS | PROMPT ENGINEERING | DIGITAL STRATEGY AUTOMATION

ACCESSIBILITY - SECTION 508 | WCAG | ADA ACCESSIBILITY STANDARDS

ANALYTICS & OPTIMIZATION - GOOGLE ANALYTICS | ADOBE SITECATALYST | WEBTRENDS | A/B TESTING

CONTENT MANAGEMENT SYSTEMS - WORDPRESS | DRUPAL | WIX | SHOWIT | VIGNETTE | COMMONSPOT | DEEPBLUE | JOOMLA | CMSPLUS

CORE PRODUCT DESIGN SKILLS - PRODUCT DESIGN STRATEGY | END-TO-END UX DESIGN | HUMAN-CENTERED DESIGN | USER RESEARCH | INFORMATION ARCHITECTURE | SYSTEMS THINKING | INTERACTION DESIGN | USER JOURNEY MAPPING | USER FLOWS | WIREFRAMING | PROTOTYPING | HIGH-FIDELITY UI DESIGN | USABILITY TESTING | DESIGN SPECIFICATIONS | DESIGN SYSTEMS | ACCESSIBILITY | RESPONSIVE DESIGN

DESIGN & PROTOTYPING TOOLS - FIGMA | FIGJAM | ADOBE XD | BALSAMIQ | SKETCH | ADOBE CREATIVE CLOUD

PROGRAMMING - CSS3 | HTML5 | JAVASCRIPT | XHTML | XML | ACTIONSSCRIPT 3.0

education & credentials

MICROSOFT UX DESIGN CERTIFICATE — COURSERA | IN PROGRESS | APRIL 2027

DESIGN AND INTERACTIVE MEDIA — ART INSTITUTE OF PITTSBURGH, ONLINE | DECEMBER 2011

UNDERGRADUATE CERTIFICATE, WEB DEVELOPMENT — STRAYER UNIVERSITY, WASHINGTON, DC | MARCH 2008

ADOBE CERTIFIED EXPERT (ACE) — NETCOMM INFORMATION TECHNOLOGY, NEW YORK, NY | MARCH 2008