AFRICA C. WILSON, ACE

ADELPHI, MD | 202-2476077 | HELLO@AFRICAWILSON.COM | WWW.AFRICAWILSON.COM

SENIOR UX & DIGITAL STRATEGY LEADER | WEB & GRAPHIC DESIGNER

Professional Summary

Senior UX and digital experience designer with 15+ years shaping accessible, user-centered web, intranet, and application experiences across government, enterprise, education, and nonprofit environments. Skilled across the UX lifecycle—from requirements discovery, information architecture, and user flows to wireframes, prototypes, usability evaluation, design systems, and developer handoff. Translates complex business needs into clear digital experiences through multidisciplinary collaboration, accessibility practices (Section 508, ADA, WCAG), and AI-assisted, data-informed design workflows.

Core Competencies

Adobe Certified Expert (ACE) • UX Strategy & Product Design • User Research & Requirements • Information Architecture • User Journeys & Flows • Wireframes & Prototypes • Interaction & Visual Design • Usability Testing • Design Systems • Accessibility (Section 508, ADA, WCAG) • Responsive Design • Stakeholder Workshops • Design Handoff • CMS • Digital Analytics • AI-Assisted UX

Technical Skills

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

AI & EMERGING TECHNOLOGY

ChatGPT | Claude Design | Google Gemini | Lovable | AI-Assisted UX Workflows | Prompt Engineering

ANALYTICS & OPTIMIZATION

Google Analytics | Adobe SiteCatalyst | WebTrends | A/B Testing

ACCESSIBILITY

Section 508 | WCAG | ADA Accessibility Standards

TECHNICAL SKILLS

HTML5 | CSS3 | JavaScript | SharePoint Online | WordPress | Drupal

Professional Experience

SENIOR UX STRATEGIST | WEB/GRAPHIC DESIGNER AUGUST 2021 - OCTOBER 2026

WHIRLWIND TECHNOLOGIES | FOREST HEIGHTS, MD

- Led UX strategy and end-to-end product design across government and enterprise digital initiatives, translating complex business requirements and stakeholder needs into intuitive, accessible, and scalable web, intranet, portal, and application experiences.
- Directed UX design for the U.S. Census Bureau's RISE Tracking System, developing user flows, wireframes, storyboards, sitemaps, interactive prototypes, and high-fidelity interface designs to guide product development and implementation.
- Designed branded SharePoint intranet experiences, including DDOT's employee rewards program, creating clear page layouts, navigation, and accessible destinations that helped employees explore program information and rewards.
- Designed customer and member portal experiences, personalized dashboards, and account registration and onboarding flows, organizing complex information and prioritizing key tasks to make digital journeys easier to navigate.
- Conducted and incorporated user research, usability evaluation, stakeholder feedback, and data-informed design decisions to refine interfaces and improve the overall user experience.
- Created and maintained scalable design systems, reusable UI components, interaction patterns, visual standards, and design specifications to strengthen consistency and support efficient development across digital platforms.
- Produced responsive wireframes, high-fidelity screens, interactive Figma prototypes, and annotated developer-ready specifications; collaborated with product stakeholders, business teams, and developers throughout design, testing, and implementation.
- Applied Section 508, ADA, and WCAG accessibility practices to web and application experiences; modernized legacy interfaces and supported responsive design, production troubleshooting, and urgent website and content updates.
- Supported time-sensitive organizational communications by coordinating content updates, verifying information for accuracy, and implementing website changes as business and operational needs evolved.
- Developed visual assets, color systems, and digital style guidance to maintain brand consistency across web and print materials; supported usability and shared design knowledge with colleagues.

Professional Experience Continued

HTML EMAIL DESIGNER / DEVELOPER
FEBRUARY 2019 - APRIL 2021

T. ROWE PRICE | OWINGS MILLS, MD

- Designed, coded, and delivered responsive branded email campaigns and reusable templates for global audiences; supported enterprise marketing systems, SEO/content optimization, intake, and deadlines.
- 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.

COMMUNICATION SPECIALIST
AUGUST 2017 - FEBRUARY 2019

ALEXANDRIA CITY PUBLIC SCHOOLS (ACPS) | ALEXANDRIA, VA

- Managed organizational websites and program pages using WordPress and the school system's CMS, maintaining content accuracy, usability, accessibility, and brand consistency.
- Created and published digital communications, including website content, SEO copy, social media graphics, email communications, presentations, advertising, and print materials.
- Developed wireframes, prototypes, and site maps to improve website structure, navigation, and content presentation.
- Administered SharePoint Online sites, including page development, master page modifications, and permissions management.
- Managed competing communications priorities while maintaining ongoing website operations, digital content updates, and organizational communications deliverables.

MULTIMEDIA COMMUNICATION SPECIALIST
DECEMBER 2015 - AUGUST 2017

UNITED PLANNING ORGANIZATION (UPO) | WASHINGTON, DC

- Created and published website content, digital announcements, social media graphics, email communications, and multimedia assets to support organizational programs and community initiatives.
- Managed WordPress websites and SharePoint environments, supporting the SharePoint 2010–2013 migration, site templates, content types, permissions, and ongoing platform maintenance.
- Coordinated with IT teams, developers, and stakeholders to troubleshoot website functionality and access issues, implement content updates, and maintain reliable digital operations.
- Created and published community-focused digital communications, organizational announcements, and multimedia content to support program updates and timely public information.
- Trained content managers and end users on digital platforms and provided technical support throughout analysis, design, testing, and deployment.

LEAD UI DESIGNER / ACCESSIBILITY DEVELOPER
APRIL 2013 - DECEMBER 2015

LEIDOS CORPORATION | BETHESDA, MD

- Managed public, campaign, and intranet sites using Rhythmyx WCMS and Drupal, supporting content publishing, site maintenance, and technical updates.
- Applied Section 508 and WCAG 2.0 requirements to web applications and pages; developed accessible interfaces using HTML5, CSS3, JavaScript, and jQuery.
- Produced website performance and engagement reports using Adobe SiteCatalyst, Google Analytics, and WebTrends; supported SEO and content optimization.
- Implemented accessibility best practices across websites, web applications, and digital content, supporting Section 508 and WCAG compliance through accessible interface development, design reviews, testing, and remediation.

Education

Microsoft UX Design Certificate — Coursera | In Progress | April 2027

Design & 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