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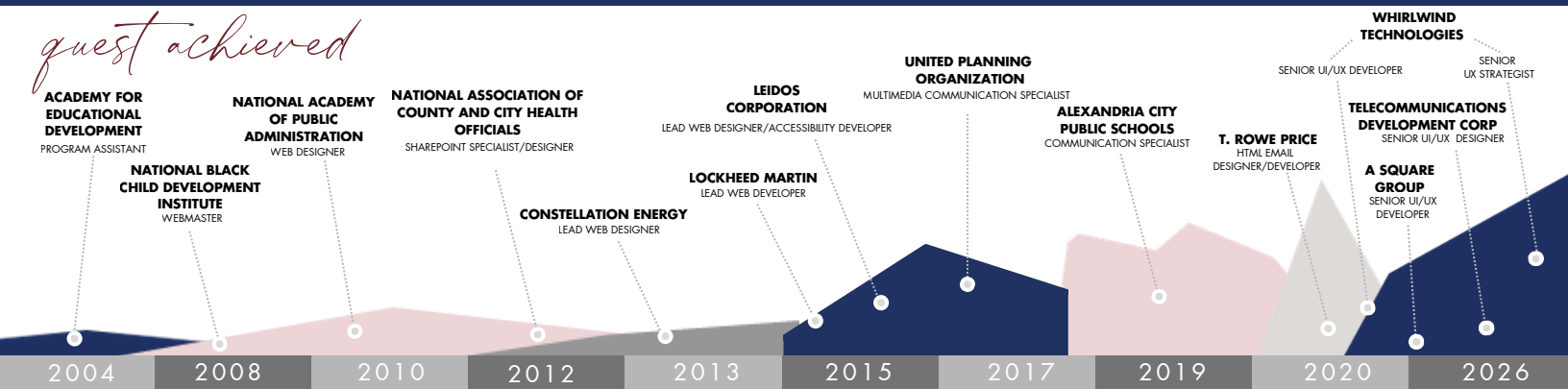
super AFRICA WILSON, ACE

AI-DRIVEN UX & DIGITAL STRATEGY LEADER.
HUMAN-CENTERED INNOVATOR.
EXPERIENCE DESIGNER. CREATIVE VISIONARY.

ABOUT

Creative and strategic digital experience leader with a passion for innovation, human-centered design, and emerging technologies. Experienced in leading AI-driven UX initiatives, front-end development, UI/UX design, 508 accessibility compliance, mobile experiences, brand identity, and digital marketing strategy. Adept at transforming complex ideas into intuitive, impactful digital solutions that enhance user engagement and business outcomes. 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

creativity

INTELLIGENCE

IMAGINATION

PASSION

SKILLS

⌘

Xd

Ai

Dw

Ps

Id

Fw

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

super

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experience

WHIRLWIND TECHNOLOGIES, FOREST HEIGHTS, MD

SENIOR UX STRATEGIST, NOVEMBER 2025 – PRESENT

- Lead UX and digital transformation initiatives by designing responsive, user-centered web experiences that improve usability, accessibility, and engagement.
- Conduct usability testing, analyze user behavior data, and refine digital experiences through research, A/B testing, and stakeholder collaboration.
- Develop and maintain scalable design systems, UI standards, style guides, and component libraries to ensure consistency across digital platforms.
- Redesign and modernize legacy digital assets using current UX/UI best practices, emerging technologies, and accessibility standards.
- Partner closely with developer to provide clear handoffs, specifications, and annotated assets, ensuring seamless design-to-development alignment and iterative refinement based on stakeholder feedback.
- Craft visually compelling brand artifacts—including logos, color systems, and digital style guides—that elevate the company's identity and storytelling across print and web.

TELECOMMUNICATIONS DEVELOPMENT CORP, WASHINGTON, DC

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

- Designed and developed modern, branded SharePoint intranet experiences by creating custom imagery, composites, icons, and text overlays aligned with organizational identity.
- Built responsive, high-fidelity wireframes and interactive prototypes in Figma to define user flows, simulate interactions, and ensure accessibility compliance.
- Optimized visual assets for performance across desktop and mobile, while managing reusable design systems and SharePoint UI kits for consistency.
- Partnered closely with developers to provide clear handoffs, specifications, and annotated assets, ensuring seamless design-to-development alignment and iterative refinement based on stakeholder feedback.
- Crafted visually compelling brand artifacts—including logos, color systems, and digital style guides—that elevated the company's identity and storytelling across print and web.
- Translated brand vision into immersive website designs, blending aesthetic appeal with intuitive navigation to create memorable user experiences.

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 the UX design strategy for the RISE Tracking system at the Census Bureau, defining requirements and guiding the creation of user-centered digital solutions.
- Oversaw the development of high-quality UX deliverables, including wireframes, prototypes, flow diagrams, storyboards, sitemaps, and visual/graphic designs.
- Directed the design and testing of UI elements—navigation menus, tabs, search boxes, widgets, CTAs, and landing page layouts—to optimize usability and engagement across digital assets.
- Collaborated with cross-functional teams, stakeholders, and end users to ensure alignment on design vision and the delivery of tailored user experiences.
- Mentored team members and provided strategic guidance on UX research methodologies, usability testing, and data-driven design decisions to enhance user satisfaction.
- Established and enforced design standards for typography, visual design, and interface consistency to maintain quality across projects.

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

super

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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.

CONSTELLATION ENERGY, BALTIMORE, MD

WEB DESIGNER, FEBRUARY 2011 – MAY 2012

- Designed and developed intuitive micro-sites, landing pages, email templates, and web banners, ensuring seamless user experiences across devices.
- Created wireframes, mock-ups, and prototypes to guide cross-functional teams in delivering user-centered digital marketing solutions.
- Managed website content, blog layouts, and ongoing updates with a focus on usability, accessibility, and visual consistency.
- Planned and executed email newsletter campaigns with attention to design, layout, and user engagement.
- Collaborated with internal teams and external partners to translate marketing strategies into interactive, user-friendly digital experiences.
- Optimized social media and online campaign touchpoints to enhance usability and improve audience interaction.

NATIONAL ASSOCIATION OF COUNTY AND CITY HEALTH OFFICIALS, WASHINGTON, DC

SHAREPOINT SPECIALIST, APRIL 2009 – FEBRUARY 2011

- Led cross-functional teams in designing and maintaining user-centered websites and applications, ensuring intuitive navigation and consistent visual design.
- Oversaw NACCHO.org web page creation and updates, applying usability best practices and responsive layouts for optimal user experience.
- Gathered user requirements and created wireframes, prototypes, and SharePoint site designs to translate business needs into functional digital solutions.
- Managed web and SharePoint projects, guiding design and development teams to deliver accessible, visually coherent, and efficient interfaces.
- Designed e-marketing campaigns, newsletters, graphics, and templates that enhanced engagement and supported organizational initiatives.
- Provided training, support, and troubleshooting to stakeholders, ensuring successful adoption and usability of web and SharePoint platforms.

education & credentials

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

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

technical proficiency

DESIGN AND PRINT - ADOBE CREATIVE CLOUD: DREAMWEAVER, ILLUSTRATOR, INDESIGN, PHOTOSHOP, CANVA, XD, SKETCH, BALSAMIQ, FIGMA, ACROBAT PRO.

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

PROGRAMMING - CSS3, HTML5, JAVASCRIPT, XHTML, XML, ACTIONSSCRIPT 3.0.

ANALYTICS - GOOGLE ANALYTICS, ADOBE SITE CATALYST, WEB TRENDS.

ACCESSIBILITY - USABILITY STANDARDS, SECTION 508 COMPLIANCE.

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