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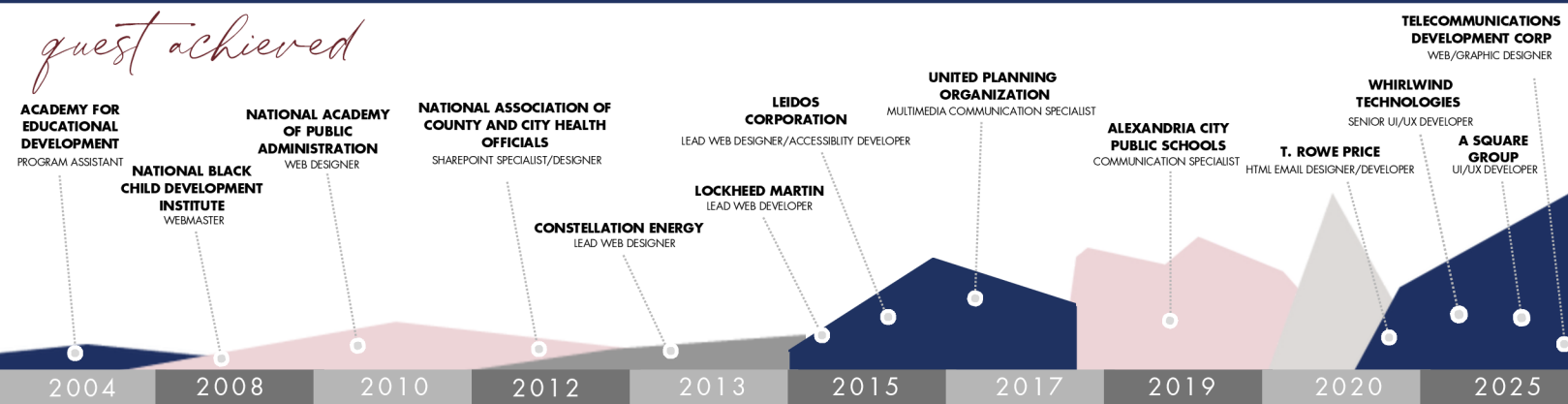
superAFRICA WILSON, ACE

CREATIVE DIRECTOR. SENIOR UI/UX DESIGNER.
SHAREPOINT SPECIALIST. GRAPHIC DESIGNER & SUPERHERO

ABOUT

Creative philosopher with unique visual concepts, love of the arts and desire to explore the world of design. Tech savvy individual with extensive experience in front-end web development; graphic design; UI/UX design; 508 accessibility compliance; mobile development; brand identity and online marketing strategy. Seeking for an establishment where my creativity and relevant experience will be utilized to create beautiful assets.

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 INDENTITY
- 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

skills

⌘

Xd

Ai

Dw

Ps

Id

Fw

HMTL5.CSS3. JAVASCRIPT. ACTIONSSCRIPT 3.0. XML. XHTML.

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experience

TELECOMMUNICATIONS DEVELOPMENT CORP, WASHINGTON, DC (DDOT)

WEBSITE DESIGNER - SENIOR UI/UX DESIGNER, FEBRUARY 2025 - PRESENT

- Design and develop modern, branded SharePoint intranet experiences by creating custom imagery, composites, icons, and text overlays aligned with organizational identity.
- Build responsive, high-fidelity wireframes and interactive prototypes in Figma to define user flows, simulate interactions, and ensure accessibility compliance.
- Optimize visual assets for performance across desktop and mobile, while managing reusable design systems and SharePoint UI kits for consistency.
- 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 elevated the company's identity and storytelling across print and web.
- Translate 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, visually engaging, and user-friendly interfaces for web applications and digital products, ensuring accessibility compliance (Section 508, ADA, WCAG).
- Conducted user research, usability testing, and feedback analysis to inform design decisions and enhance user satisfaction.
- Created wireframes, interactive prototypes, and high-fidelity mockups using Adobe XD, Figma, and Adobe Creative Suite to effectively communicate design concepts.
- Developed scalable design systems, style guides, and documentation to maintain consistency across products and platforms.
- Collaborated with project managers, content strategists, and developers to deliver user-centered solutions and ensure accurate implementation of design specifications.
- Researched and applied emerging design trends, tools, and best practices to continuously improve design quality and processes.

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.
- Applied 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 is consistent across all channels and maintain the highest 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.

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.

references available upon request

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experience continued

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 & INTERACTIVE MEDIA, DECEMBER 2011 - ART INSTITUTE OF PITTSBURGH, ONLINE

UNDERGRADUATE CERTIFICATE, WEB DEVELOPMENT, MARCH 2008 - STRAYER UNIVERSITY, WASHINGTON, DC

technical proficiency

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

PROGRAMMING - CSS3. HTML5. JAVASCRIPT. XHTML. XML. ACTIONSCRIPT 3.0.

ACCESSIBILITY - GOOGLE ANALYTICS. ADOBE SITE CATALYST. WEB TRENDS. USABILITY STANDARDS. SECTION 508 COMPLIANCE.

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

references available upon request