

ANDREW WILSON

USER EXPERIENCE, USER INTERFACE AND DIGITAL DESIGNER

EXPERIENCE

POSITION

DUTIES

DATES

User Experience Team Lead
Northern Trust

- Provide a human-centered and holistic approach to product and service design—from research and insight generation, to concepts and final deliverables
- Lead strategic digital experience and user interface design across web, mobile, application, interactive and marketing platforms
- Define user experience opportunities across the enterprise
- Provide guidance on creative implementation throughout project life cycles for client product teams, creative services, and marketing
- Strategize, direct, and collaborate on impactful and efficient content, brand, and usability assets
- Develop, mentor, and identify new discipline expertise for the digital experience and creative design teams

Mar. 2015–
Present

Senior Web Designer
Northern Trust

- Responsible for creative direction, execution, concept development, and delivery of all interactive projects
- Designed applications, experiences, websites, products, and services that balanced user needs, business objectives, and technological constraints
- Managed Agile and Waterfall development processes, projects and deliverables
- Created rapid prototypes using tools Axure and Invision
- Concepted and executed engaging, user-focused digital experiences across web, mobile, app, and social media

Nov. 2011–
Mar. 2015

Lead Designer
in3media, inc. (Radio-Info.com)

- Created and established corporate-wide design and branding guidelines
- Redesigned and maintained principle website
- Designed, developed and branded multiple HTML email publications

Feb. 2008–
Nov. 2011

Web Designer
Freelance

- Design and branding development for ad agencies, including Sponge Media and RPM
- Created and developed assorted interactive and print collateral for multiple client campaigns

Sept. 2007–
Feb. 2008

Graphic Designer
Urban Imaging

- Custom branding development, logo and web design
- Client consultation

Dec. 2006–
Sept. 2007

EDUCATION

University of Oklahoma
Bachelor of Arts, Advertising

May 2006

CERTIFICATION

Nielson Norman Group
UX Certification

Sept. 2014

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References available upon request