

ANDREW WILSON

I'M A VISUAL AND USER EXPERIENCE DESIGNER WHO CREATES UNIQUE & THOUGHTFUL DIGITAL EXPERIENCES

EXPERIENCE

POSITION	DUTIES	DATES
User Experience Team Lead Northern Trust	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Was 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 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)	<ul style="list-style-type: none">• Created and established corporate-wide design and branding guidelines• Redesigned and maintained principal website• Designed, developed, and branded multiple HTML email publications	Feb. 2008— Nov. 2011
Web Designer Freelance	<ul style="list-style-type: none">• Developed design and branding 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	<ul style="list-style-type: none">• Charged with custom branding development, logo, and web design• Handled client consultation	Dec. 2006— Sept. 2007

EDUCATION

University of Oklahoma
Bachelor of Arts, Advertising

May 2006

CERTIFICATION

Nielsen Norman Group
UX Certification

Sept. 2014