

# ANDREW WILSON

I'm an experienced senior digital design director that has built and lead vibrant design cultures within existing technology businesses.

## EXPERIENCE

### USER EXPERIENCE DESIGN LEAD, VICE PRESIDENT / NORTHERN TRUST

MARCH 2015 – PRESENT

- Lead strategic digital and user-interface design across web, mobile, application, marketing and social media platforms, providing comprehensive insight on user-focused marketing initiatives and product design
- Increase digital design and development speed-to-market by 25% across the corporation by establishing, applying and extending corporate-wide Digital Design System, brand identity systems, typography, photography, color, tone of voice and other components to create innovative visual and functional solutions
- Increase client and prospect engagement by delivering imaginative, conceptual thinking to advance and elevate the brand, and ensure all digital touchpoints drive strategic customer acquisition and engagement through brand design and digital channels

### SENIOR WEB DESIGNER / NORTHERN TRUST

NOVEMBER 2011 – MARCH 2015

- Lead the design for the company website, blog, emails and responsive micro-sites including maintenance, optimization, and lead generation best practices
- Developed innovative, creative, and results-oriented digital solutions by understanding and interpreting brand, user, and business needs
- Created prototypes, sketches, exercises, and workshops to validate ideas and elicit feedback from both clients and internal teams
- Guided front-end web development through understanding the needs of the user and focusing on best practices in user experience, technical excellence, performance and accessibility

### LEAD DESIGNER / RADIO-INFO.COM

FEBRUARY 2008 – NOVEMBER 2011

- Lead design and development for responsive web, mobile, app, video, interactive, print, display, and email products
- Scoped time and effort involved in design projects, serving as strategic UI design resource
- Created new and innovative visual approaches to print, digital marketing and branding materials

### WEB DESIGNER / FREELANCE CONTRACTOR

SEPTEMBER 2007 – FEBRUARY 2008

- Designed for web, mobile, app, video, interactive, other digital and email campaigns
- Scoped time and effort involved in design projects, serving as strategic UI design resource
- Created new and innovative approaches to marketing and branding materials

### GRAPHIC DESIGNER / URBAN IMAGING

DECEMBER 2006 – SEPTEMBER 2007

- Developed custom branding, logo, and web design
- Handled client consultation

## CONTACT

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## SKILLS

- Creative Direction
- UI / UX Design
- User Research & Usability Testing
- Responsive Web Design
- Information Architecture
- Design Systems
- Accessibility: ADA / WCAG 2.0
- Brand Design
- Project Management
- Agile Scrum / Kanban / Sprints
- Public Speaking
- Photography

## TOOLS

- Adobe Creative Suite
- Sketch
- Invision / Craft
- Zeplin
- HTML5 / CSS3 / JS
- Microsoft Office
- Wordpress
- Slack / Google Suite

## CERTIFICATION

Nielson Norman Group

UX Certification (September 2014)

## EDUCATION

Bachelor of Arts, Advertising  
University of Oklahoma