Wilson Carletti

User Experience Designer

Professional Experience

UX Designer + Product Manager | Utrip

Mar 2018 – Apr 2019

Co-led research, ideation, prototyping, design, testing, and iteration of Utrip's product, to enable the collection of 150+ million data points and influence 10+ million travelers. In addition to designing Utrip's product, was promoted to drive product management, roadmap, and strategy. Simplified Utrip's design documentation process to improve cross-team collaboration and implemented new testing protocol around Utrip's strategic initiatives to improve conversion rate, share of wallet, and ownership of travel lifecycle.

UX Designer | Utrip

Sep 2015 – Mar 2018

Designed end-to-end overhaul of Utrip's core travel personalization product. Conducted user interviews, usability studies, and surveys. Created primary traveler personas and defined product requirements for new mobile-responsive experiences. Created user flows, wireframes, prototypes, and delivered high-fidelity mockups to collaborate with engineering in an agile, startup environment. Led design on hack week project to build dynamic package recommendation engine, focused on merchandising live events.

Intern | Rainier Investment Management

Jun 2014 – Sep 2014

Led operations audit and delivered final thesis to executives, recommending automation to reduce human error and improve marketing team efficiency.

Content Intern | Utrip

Jun 2013 – Aug 2013

Created original written content to help build out a database of 164 activities and restaurants in Brussels (one of the first 50 cities on Utrip).

Awards

Bonderman Travel Fellowship

Sep 2014 – Jul 2015

Traveled solo through Central America, South America, Antarctica, and Africa for 10 months and wrote extensively about my experiences.

Contact

wilcarletti.com

linkedin.com/in/wilson-carletti/

Education

University of Washington

Master of Science
Human Centered Design
& Engineering

Bachelor of Arts
Business Administration, Finance
Cum Laude, Honors Program

Skills

Tools

Sketch, Illustrator, Photoshop, Premiere Pro, InDesign, Zeplin, InVision, Google Data Studio, Google Analytics, Webflow

Areas of Expertise

User Experience, User Interface Design, Visual Design, User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Product Management, Product Strategy, Copywriting, Brand Identity