

# Candace Wilson

## Senior UI/UX Designer

20 years of experience combined as a digital and UX/UI designer

### UX Designer II | Nexient (Oct. 2021 - present) / Remote

- Collected research on color and light to present to client. This research provided data-driven guidance on switching the current software design from dark mode to light mode.
- Conducted and analyzed user testing remotely and on-site.
- Conducted A/B Testing for updated features found from issues.
- Created and presented wireframes to Product Owners and stakeholders for both new software and ad hoc projects.
- Iterated through various versions of visual UI design, presented with high fidelity prototypes for stakeholder feedback and approval.
- Created a design system and style guide to be used for current software and beyond for consistency across products.
- Supported the dev teams during implementation. Attended stand-ups and refinement meetings to clarify design work, define MVP, and refine user stories.
- Daily team design reviews to refine design thinking.

### UX Design Lead | Virufy (Sept. 2021 - Dec. 2021) / Remote

- Volunteer role for non-profit
- Led a team of 5 UX designers/researchers to maintain and update the Virufy app based on data-driven results.
- Led twice-a-week stand-ups.
- Delegated user story tickets in Jira to designers and released completed work to the developer.
- Presented updated Figma designs to the stakeholder and developers for hand-off.
- Measured issues from the app by finding where users were dropping from the app via google analytics. Created updates to the design and tested those with multiple users globally.
- Conducted user testing research to find frustrations and issues with the current application remotely with various users in countries where Virufy is used with a focus on healthcare professionals.

### UI/UX | StrategyCorps (Nov. 2020 - Oct 2021) / Remote

- Design and development of marketing pages for the corporate website.
- Design and mock-up new app features using AdobeXD, and I provide ready-to-implement HTML code.
- Created wireframes and prototypes for website and mobile app.
- Project research, and wireframing of an online marketing catalog for ordering various signage and digital products.

### Senior Graphic Designer | Covenant Health (May 2014 - Nov. 2020)

Designed new marketing materials for multiple hospitals including web graphics, print, and digital projects.

[www.candacewilson.me](http://www.candacewilson.me)

[candaceyw@gmail.com](mailto:candaceyw@gmail.com)

865.403.2773

[Linkedin.com/in/candaceyw](https://www.linkedin.com/in/candaceyw)

### Google UX Certification

Aug. 2021

Completed a rigorous training with topics that included UX research, inclusive design, wireframes and high-fidelity prototypes, including tools like Figma and Adobe XD. Completed hands-on projects and developed a portfolio with three case studies.

### Lambda School

Sept. 2019 - Nov. 2020

An 18-month remote technical training program, specializing in web development and computer science fundamentals.

### Pellissippi State Community College

Aug. 1999 - May 2003

Associates in Communication of Graphic Arts

### Tools

Figma

Jira

Azure DevOps

Miro

Dovetail

AdobeXD

Indesign

Photoshop

Illustrator

Asana

### Development

HTML

CSS (Sass/Less)

JavaScript

WordPress

React.js

Redux

Node.js

SQLite3

PostgreSQL

Python