Silvia Wise

UI/UX Design & Code • Austin, TX

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EXPERIENCE

Advisory UI/UX Designer, Contenda
Remote, Dec 2023-Present

- Contributing responsive web design mockups for new features in an agile startup, brainstorming AI web app, using Tailwind CSS design system.

UI Designer, Nemera Insight Chicago
Chicago, IL, Apr 2020-Oct 2022

- Developed wireframes and prototypes for two year-long projects and four sub-year-long projects for clients in health and manufacturing.
- Created rapid prototypes, from basic to conditional rendering, for 10+ UX research sessions, allowing design refinement based on user feedback.
- Introduced and strategized version control and design systems to client projects, which sped up delivery and ensured a consistent user experience.
- Collaborated on information architectures, user flows, and research plans to minimize system and user error, while producing illustrations and animations to enhance user experience and meet project objectives.

UX/Interaction Designer, United Airlines
Chicago, IL, Feb 2020-Mar 2020

- Revamped home screen UI of the new self-serve kiosk with animations and United's Design System in collaboration with Lead Designer and Developer.

UI/UX Designer & Developer, Itellio
New York, NY, May 2018-Jan 2020

- Designed UI for three websites and web applications for series A SaaS startup, using mobile-first design principles and iterative design process.
- Designed and built the UI for a marketing campaign web app and landing site in collaboration with backend engineer, using HTML, Bootstrap, custom CSS, and React to track customer behavior and identify improvements via analytics.
- Utilized discovery research and usability research to refine the product's user experience and brand value proposition.
- Created logos, style guides, graphics, cards, and banners for online marketing campaigns and trade shows.

Visual Designer, Moda Framing
New York, NY, Jul 2018-Dec 2019

- Designed an e-commerce brand from the ground up, including online brand, logo, style guide, 9+ web pages, and social media graphics.
- Created the user journey of an e-commerce sales funnel in collaboration with stakeholders, aligning with project goals and achieving an 11% conversion rate on launch.

SKILLS

DESIGN
Visual Design
Responsive Web Design
Design System
Prototypes
Wireframes

UX/RESEARCH METHODS
Information Architecture
User Flows
Sitemapping
A/B Testing
Heuristic Evaluation
Competitor Analysis
Usability Testing

TOOLS
Figma
Sketch
Axure RP
Wordpress
Photoshop
Illustrator
InVision
After Effects

DEVELOPMENT
HTML5, CSS3, JavaScript

EDUCATION

Flatiron School
Web Development
2017-2018

Parsons School of Design
B.F.A, Fashion Design
2013-2017

HOBBIES

Cold brewing, pizza making, running, and Korean dramas.