

Tiffeny Wilbourn



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Summary

- Multidisciplinary designer with a strong background in visual & communication design, a comprehensive understanding of the customer journey and its application in the creation of user-centered solutions
- 10+ years using Adobe Creative Suite, Figma, and additional applications used for design systems, product creation, and content management
- Continuing education and currently pursuing a B.S. in Data Science from the University of North Texas
- Worked, trained, and volunteered in multiple positions, which developed the ability to synthesize large amounts of information while communicating effectively with cross-functional peers and stakeholders both in-person and online

Experience



UX Designer

No Spoon Solutions

Nov 2020 - Present (2 years +)

- Led products from discovery through iterative delivery (i.e., web design, proposals, marketing collateral)
- Applied design thinking in the implementation of user-centered solutions in line with client objectives like increasing conversion consistently by 20% while making sure design follows industry standards and the user's mental model
- Analyzed research, presented data, and created personas that aided in the development of recruiting and sales strategies
- Solved problems and delivered designs created with user interface and user experience design principles and practices to optimize usability within form creation, application proposals, and CRMs
- Worked with cross-functional peers and stakeholders to define the scope of work, plan sprints, and understand/assess KPIs



Freelance Graphic Web Designer

Self Employed

Oct 2015 - Present (7 years 1 month +)

- Conceptualized visuals based on requirements (i.e., web design, digital assets, print media.)
- Created images and layouts by hand or with design software
- Tested graphics across multiple media platforms
- Created marketing assets for social media use



Shift Lead

Starbucks

Oct 2018 - Aug 2019 (11 months)

- Anticipated customer and store needs by evaluating the environment and customer cues
- Managed execution of product merchandising and marketing material display
- Trained and developed team members
- Volunteered as a community liaison to increase customer engagement within the local and surrounding communities



Volunteer Media Team Staff

Legacy Church

Sep 2017 - Jan 2019 (1 year 5 months)

- Provided in-house social media marketing, photography, and design services
- Ensured consistent look & feel across multiple social media platforms
- Collaborated with cross-functional teams to coordinate the management of social media campaigns



Independent Distributor

Self Employed

Oct 2015 - Mar 2018 (2 years 6 months)

- Tracked sales goals to meet weekly, monthly, and yearly sales quotas
- Canvassed assigned territories to present company products to potential customers
- Researched to identify viable markets and promotional opportunities
- Demonstrated product features to customers
- Contacted leads and set appointments to present company products
- Completed and submitted orders for processing
- Attended trade shows and industry-related events



Estée Lauder Beauty Advisor

Nordstrom

Sep 2014 - Apr 2015 (8 months)

- Set and achieved sales goals for both in-store and digital selling with effective use of sales tools (including direct communication and social media platforms)
- Anticipated customer needs to ensure brand loyalty
- Continued education to stay current with new product rollout

Education



University of North Texas

Bachelor of Science - BS, Information Technology

2022 - 2026



San Antonio College

Associate of Arts and Sciences - AAS, Communication Design



Skillcrush

Design and Visual Communications, General

Licenses & Certifications



Certified Web Professional - Site Designer (CWP) - Skillcrush



Start the UX Design Process: Empathize, Define, and Ideate - Coursera

HC8KQ5BWGJGV



Foundations of User Experience (UX) Design - Coursera

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Skills

Copywriting • Digital Marketing • User Experience Design (UED) • User-centered Design • Zoho • Art Direction • WordPress • Customer Satisfaction • Retail Sales • Process Improvement