Tiffeny M. Wilbourn

UX Designer

tiffenywilbourn.com | E: tiffenywilbourn@gmail.com | LinkedIn: in/tiffenywilbourn/ | C: 469-525-5658

EXECUTIVE SUMMARY

A multidisciplinary designer specializing in UI/UX, Communication Design, and Learning Technologies. With proficiency in Adobe Creative Cloud, Figma, and similar design software, she excels in synthesizing complex information, cross-functional collaboration and has a proven track record of providing intuitive user experiences.

WORK EXPERIENCE

UI Designer | Whataburger
Start: **MAY 2024** - **Current Position**
San Antonio, TX

- Owning the .com UI design for Whataburger's redesign, building out the user flow, and working with cross-functional teams and stakeholders to launch the new digital experience.
- Ongoing support for the DXE team by providing digital assets for development, rewards & loyalty, and Whataburger's current digital experience.

UI/UX Designer | No Spoon Solutions
Start: **NOV. 2021** - **MAY 2024**
San Antonio, TX

- Increased lead flow through brand awareness and email conversion rate by 100%.
- Led projects from discovery through iterative delivery, applying user-centered design principles in web design, proposals, and marketing collateral while balancing client objectives.
- Analyzes secondary user data to inform design decisions, resulting in more effective user interfaces.

Product Designer | Self-Employed
Start: **MAR. 2018** - **MAY2024**
San Antonio, TX

- Leverages extensive experience in visual and communication design to create intuitive designs by prioritizing user experience and functionality.
- Utilizes a strong foundation in research and data to guide creative direction, ensuring designs are both aesthetically pleasing and user-centric.
- Pursuing a B.A.S. in Learning Technologies to deepen expertise in user experience, reflecting a commitment to continuous learning and adaptation in design practices.

Shift Lead | Starbucks
Start: **OCT. 2018** - End: **AUG. 2019**
North Kingstown, RI

- Guided a dynamic retail team, using excellent communication skills to meet operational goals and improve customer satisfaction.
- Effectively delegated and coordinated tasks in a high-volume store, helping to maintain a high level of service and product standards.

EDUCATION

University of North Texas | Denton, TX
Bachelor of Applied Science in Learning Technology
- Expected Graduation: **JULY 2024**
- G.P.A.: Current coursework upon return **~ 3.6**
- 2023 - 2024 Undergraduate Research Fellowship awarded by the Honors College
  (Completed 52 hrs as a B.F.A., Pre- Communication Design major before taking an academic leave in 2007.)

San Antonio College | San Antonio, TX
Area of Study: Science and Technology
- Attended: 2022 - 2023
- G.P.A.: **4.0** *(Hrs transferred to U.N.T. for degree completion.)*

VOLUNTEERING

Contributing Writer | Alamo City Moms
Start: **MAY 2022 - Current Role**
San Antonio, TX

- Conducts research and utilizes personal experiences to create relatable and informative content that resonates with a diverse audience of parents and families.

Graphic Designer | NorthRock Church
Start: **April 2023 - Current Role**
San Antonio, TX

- Develops print and digital media graphic materials, showcasing strong design skills and a keen eye for visual storytelling in the delivery of high-quality work under tight deadlines.
- Collaborates remotely with church media staff to understand and translate their vision into impactful graphic content.

Skills

User Experience, UI, Usability Testing, Wireframing, Prototyping, Information Architecture, Research

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