

TIFFENY WILBOURN

UX/UI Designer



tiffenywilbourn@gmail.com

www.tiffenywilbourn.com

469.525.5658

PROFILE

Strong background in visual & communication design with a comprehensive understanding of the customer journey to create user-centered designs.

SKILLS

PROFESSIONAL

- USER EXPERIENCE DESIGN
- USER INTERFACE DESIGN
- USER RESEARCH & PERSONA CREATION
- MOBILE-FIRST DESIGN
- WIREFRAMING
- LOW/HIGH FIDELITY MOCK-UP
- BRANDING & IDENTITY DESIGN
- LOGO & ICON DESIGN
- COLOR THEORY & TYPOGRAPHY
- HTML & CASCADING STYLE SHEETS (CSS) KNOWLEDGE

EXPERTISE

- FIGMA
- INDESIGN
- ILLUSTRATOR
- PHOTOSHOP
- ADOBE XD
- CREATIVE CLOUD
- WIX

EXPERIENCE

NO SPOON SOLUTIONS

CONTRACT UX/UI DESIGNER | 2020 - Present

- Provided creative direction and completed user research to identify opportunities for improving outside clients' brand identity
- Implemented user-centered solutions in line with client objectives
- Created effective B2B email marketing campaigns with above average open rate
- Created user flow storyboard for improvement of both client and customer experience
- Set up social media accounts and designed marketing material

SELF-EMPLOYED

FREELANCE DESIGNER | 2019 - 2020

- Web design and content creation for direct sale. During 2019-2020, I focused on the preparation for cross-country relocation in mid '20 while navigating the waters of Covid '19
- From the spring of '20 to the winter of '20 I was the primary caregiver for my two elementary-age children and took on the role of the instructor as their school went to virtual learning
- Used my creative abilities to recapping children's virtual learning

STARBUCKS

SHIFT SUPERVISOR | 2018 - 2019

- Managing execution of product merchandising, and marketing material display
- Training and developing team members
- Anticipates customer and store needs by constantly evaluating environment and customers for cues.

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SKILLS

ATTRIBUTES

- CREATIVE
- QUICK STUDY
- STRONG COMMUNICATOR
- DETAILED ORIENTED
- INTUITIVE THINKER
- NATURAL EMPATH
- SELF-STARTER
- SOLUTIONS FOCUSED

INTERESTS

- PHOTOGRAPHY
- DESIGN RESEARCH
- TRAVELING
- PSYCHOLOGY
- BEHAVIORAL SCIENCE
- ANIMATION

EDUCATION

SKILLCRUSH, INC.

VIRTUAL DESIGN

- Produced wire frames, low and high-fidelity designs that contributed to user-centered and mobile first design comps with assets ready to export for the development team.
- Knowledgeable in color theory and modern typography for creation of branding and identity design and style guide
- Solve common design and UI problems with design patterns that elevated the look and feel while aligning with current design trends
- Basic understanding of HTML5 code and CSS as it translates to the development of website design

UNIVERSITY OF NORTH TEXAS

COMMUNICATION DESIGN

- Multi-Disciplinary program focused on design and information-development

CERTIFICATION

SKILLCRUSH, INC.

VISUAL DESIGN CERTIFICATION

VOLUNTEERING

ALAMO CITY MOMS

CONTRIBUTING WRITER

PVDSTREET

INSTAGRAM COMMUNITY MODERATOR

LEGACY CHURCH RI

CONTENT CREATION/SOCIAL MEDIA MANAGEMENT