



# Tiffeny Wilbourn

 tiffenywilbourn@gmail.com

 469-525-5658

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

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## Summary

- A multidisciplinary designer with a background in visual design, user experience design and an understanding of the customer journeys used in the creation of user-centered solutions.
- Experience using software like Adobe Creative Suite and Figma for design system management, content creation, and information architecture planning.
- Diverse work and volunteer experiences which honed the ability to quickly synthesize information and effectively communicate with cross-functional peers and stakeholders.

## Experience



### UX Designer

#### No Spoon Solutions

Nov 2020 - Present (2 years 9 months)

- Led products from discovery through iterative delivery for web design, proposals, marketing collateral, etc.
- Applied information architecture principles in the creation of user-centered solutions in line with client objectives, i.e., increasing form conversion by 20%
- Analyzed research, presented data, and created personas that aided in the development of recruiting and sales strategies
- Worked with cross-functional peers and stakeholders to define the scope of work, plan sprints, and understand/assess KPIs



### Product Designer

#### Self Employed Digital Designers

Oct 2015 - Present (7 years 10 months)

- Conceptualized visuals based on requirements (i.e., web design, digital assets, print media.)
- Created graphics, wireframes, hi and low fidelity prototypes for digital spaces.
- Generated content using AI platforms
- Developed brand identities, style guides, marketing assets for social media campaigns



### Shift Lead

#### Starbucks

Oct 2018 - Aug 2019 (11 months)

- Managed execution of product merchandising, marketing material display, and customer interactions, showcasing excellent communication and collaboration skills



### Volunteer Media Team Staff

#### Self Employed Digital Designers

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



## Sales and Marketing

### Self Employed Digital Designers

Oct 2015 - Mar 2018 (2 years 6 months)

- Achieved sales targets through strategic marketing
- Identified growth opportunities in dynamic markets
- Developed content for social media marketing

## Education



### University of North Texas

Bachelor of Applied Science - BASc, Learning Technologies



### San Antonio College

Associate of Science - AS, Science and Technology

## Licenses & Certifications



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

HC8KQ5BWGJGV



### Foundations of User Experience (UX) Design - Coursera

ESTNG92K6ZLV



### Break Into Tech: Design Track - Skillcrush



### Build Wireframes and Low-Fidelity Prototypes - Coursera

2S9FV9RN6TZZ



### Conduct UX Research and Test Early Concepts - Coursera

JA4MXU9LQ6T5

## Skills

UX Research • User Experience Design (UED) • User Interface Design • Prototyping • Information Architecture • Prompt Engineering • Web Design • Technical Writing • Adobe Creative Suite • Figma (Software)