

# Tiffany M. Wilbourn

Senior UX Designer

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## EXECUTIVE SUMMARY

Senior UX Designer and product strategist with 5+ years of experience designing complex, customer-facing digital platforms. Experienced in leading large-scale product redesigns, defining scalable design systems, and driving alignment across product, engineering, and business stakeholders. Combines systems thinking, behavioral insight, and data-informed decision making to transform fragmented user journeys into intuitive experiences that improve operational efficiency and customer adoption.

## WORK EXPERIENCE

**Senior UX Designer** | Whataburger  
**May 2024 - Present** | San Antonio, TX

- **Lead UX architecture and requirement definition** for a mobile-first app redesign supporting a high-volume QSR ordering platform (iOS, Android, Web) under an accelerated enterprise delivery timeline through iterative sprints.
- **Define interaction rule hierarchies** governing authentication, geolocation, progressive permissions, search behavior, and system fallback states, enabling product and engineering teams to author clear user stories and acceptance criteria.
- **Drive end-to-end unmoderated usability testing using Lyssna**, designing studies and synthesizing insights to identify usability issues and inform product requirements and design decisions.
- **Integrate regulatory and compliance considerations** into product requirements for privacy and consent, OS-specific permissions, and payment management flows prior to development, reducing downstream risk.
- **Scalable Figma component structures and file organization systems**, including version control, to support enterprise design system evolution and reduce discrepancies across UX, product, and engineering.
- **Support QA & cross-functional teams as a system SME**, identifying edge cases, accessibility gaps, and regression risks based on deep knowledge of interaction logic across successive app versions.
- **Mentor junior designer** on test design, product thinking, and delivery cadence while coordinating UX output across internal and third-party contributors.

## UI/UX Designer | No Spoon Solutions

November 2020 - May 2024 | San Antonio, TX

- **Designed a conditional-logic pricing estimator embedded in a customer-facing intake flow**, structuring lead data and generating rapid cost estimates through a guided multi-step experience.
- **Increased engagement 88% MoM and reduced bounce to 2% on key conversion flows** through IA restructuring, analytics integration, and iterative optimization.
- **Led digital refresh and journey mapping for nationwide multifamily service brand**, aligning brand identity, website architecture, and white-label app experience.

## Freelance Product Designer | Self-Employed/Wilbourn Consulting

March 2018 - Present | San Antonio, TX

- **Delivered formal heuristic evaluations and accessibility audits** aligned with WCAG, ADA, and Material Design standards, producing structured remediation plans.
- **Designed modular design systems** including typography scales, tonal color systems, elevation tokens, and adaptive layout breakpoints for SaaS MVP platforms.
- **Architected template-based editing interface** supporting media, text, audio, and animation controls with dynamic personalization and purchase-gated interaction flows.

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## EDUCATION

University of North Texas | Denton, TX

**Bachelor of Applied Science in Learning Technology**

San Antonio College | San Antonio, TX

**Area of Study: Science and Technology**

## Certifications

- CITI Program | Social & Behavioral Research
- CITI Program | Responsible Conduct of Research / RCR
- Google Skill Badge | Prompt Design in Vertex AI

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## Core Skills & Tools

**Enterprise UX:** Information Architecture • Requirement Definition • Regulatory-Aware Designs

**Research & Optimization:** Usability Testing • Behavioral Synthesis • Journey Mapping

**Design Systems:** Component Architecture • Accessibility • Responsive & Native Patterns

**Tools:** Figma • Adobe CC • Lyssna • Microsoft 365 • GA4 • Canto

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