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## About

Seasoned user experience designer with **15+ years of experience** in digital design and marketing. I've evolved beyond simply creating beautiful graphics to become a **problem solver** and am committed to making the world easier to use. I **crave challenging projects** and work best surrounded by a team that is comfortable giving and receiving constructive feedback for the sake of **building better products** together.

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## Contact

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linkedin.com/in/uglyfish/  
kwilddesign.com  
**404.234.5660**

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## Skills

Photoshop, Illustrator, InDesign, XD, Sketch, InVision, HTML5, CSS3, Wireframing, Prototyping, User Interaction, User Flows, High Fidelity UX/UI Designs

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# Kelly Wilder

USER EXPERIENCE  VISUAL DESIGNER



### EXPERIENCE



Arthritis Foundation	Digital Design Manager	2015-2018
	Senior Web Designer	2012-2015
	Web Design Consultant	2011-2012

**User Experience** // Shaped and maintained a personalized approach to the user and their journey with our national brand throughout digital products. Developed wireframes, user flows, site maps, prototypes and low to high fidelity designs for presentation of design alternatives. Led functional reviews and validated user flows through iterative testing. Analyzed results and proposed enhancements to optimize product efficacy.

**Digital Design** // Produced high fidelity designs for web, mobile, and social media to support organization goals and marketing initiatives. Established and managed design system for all digital products.

**Project Leadership** // Analyzed project goals to provide technical and design recommendations. Led creative ideation with team and clients. Managed developers, designers, and vendors during design and functional implementation. Conducted stakeholder interviews, wrote creative briefs, and developed timelines.

**Research** // Researched and identified pain points through stakeholder discussions and user research. Analyzed user profiles, behavior and analytics data to project user flow and create data-driven product designs.

**Front-End Development** // Use knowledge of HTML5, CSS3, and responsive behaviors to develop front-end code. Managed back-end developers to ensure optimal integration with CMS platform.



The Creative Group	Premium Design Consultant	2005-2012
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Working long- and short-term contract positions with corporate, agency, and non-profit organizations in the Atlanta metro area. Successfully collaborated with clients, designers, and developers to create elegant visual solutions. Specialties include UX/UI Design, Visual Design, Art Direction, Brand Marketing, Digital and Print.



Ugly Fish Design	Owner/Consultant	1997-2019
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Own and operate design firm dedicated to helping clients establish and maintain dominance in the market with optimized web and mobile user experiences supporting their brand values. Designed and developed digital and print media for corporate, agency, and non-profit clients.

**Key Client List:** The Coca-Cola Company, Cox Enterprises, The Simmons Bedding Company, Kimberly-Clark, The Boys & Girls Clubs of America, CNN, Cushman & Wakefield, Val-Pak, AutoTrader.com, Home Depot, Benchmark Brands, North Highland Worldwide Consulting, Georgia Voices for Children



Bachelor of Arts in Graphic Design, Minor in Advertising	2000
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The University of Alabama, Tuscaloosa, AL