

Waila Skinner

UX/UI Designer

UX Toolkit

Waila Skinner

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Design: Lean UX, UX Design, LUMA research methods, User Research, Personas, Wire-framing, Conceptual Design, Web Design, Graphic Design Branding, Art/Creative Direction, Marketing, Illustration
SEO, Life Coaching, Business Coaching

Software: Photoshop, Illustrator, InDesign, Sketch, UX Pin, Invision, Figma, Whimsical, Mural, Lucid Chart, Adobe XD, Axure , Just in Mind, Wordpress, Shopify

Code: HTML, CSS, Javascript (minor), PHP (minor)

Mac OS/Windows

Methodology: Qual/Quant User Research, Personas, Journey mapping, Luma, Lean UX, Agile, Waterfall

Experience

Senior UX designer

2019 - Present

Equifax, Workforce Solutions, St. Louis, MO

Working with Verification Services Design, construct, and document user interface solutions for desktop, tablet, and mobile web-based applications. Designs support business goals, follow contemporary user-centered design principles, and adhere to technical capabilities.

- Create concept prototypes and designs, personas, journey maps, wireframes, mockups, facilitate workshops, and synthesize research

Associate Creative Director/Senior UX designer

2015 - 2019

Wells Fargo Advisors, St. Louis, MO

Work with key stake holders and various product owners consulting on UX best practices, advocate design thinking, visual design, user research, and accessibility requirements.

Lead designers in projects including art direction, project management, strategy, execution, presenting out to stakeholders, and advocating for a client first user experience.

Lead UX/Visual Designer

2010-2015 W Creative, St. Louis, MO

Consulting: coaching clients and guiding their brand with user interface design, marketing, accessibility and knowledge of best practices

Branding: Work with business to create digital identity and personality

Web Design: User Centered Design and Front-end development

Wrote proposals, functional specifications, and cost estimates

Led design direction maintained client relationships and managed all projects.

ACD UX Product Designer

2009-2010: Startup: LoyalTV, St. Louis, MO

Created Wireframes and Prototypes, and provide direction and guidance for the core team to improve their design

UX consulting: improve brand engagement and conversion performance

Senior UX/Web Designer

2006-2009 Contract: Monsanto, St. Louis, MO

Assisted in usability analysis, card sorting, interviews, etc.

Designed clickable prototypes with Axure for rapid prototyping

Realized full design+html+css for development team and deployment

Created design CSS/HTML templates for easy use in SharePoint

Education

Luma Institute /UX Research

Life Coach Certification / Spirit Seeker Cynde Meyer

University of Missouri /Columbia

Interdisciplinary Studies: Interaction + Graphic Design Bachelors