

Erica Willis

UI/UX Designer

✉ ewillis9730@gmail.com

☎ 469-383-1761

🌐 willis-designs.com

Summary

End-to-end UX Designer proficient in designing UI for iOS, Android, and web platforms. Experienced designing for industries including the tech consulting space, studio recording, and music marketing. Demonstrates a track record of delivering user-centric solutions that yield significant business results.

Experience

- **UX Designer, XANDRI • Dallas, TX** **Jan 2022- Present**
 - Took responsibility as the sole designer from ideation and research, to execution and design of the XANDRI mobile and desktop platform leading to an 11% increase in customer retention.
 - Established design system and enhanced design principles leading to notable improvements in the design process.
 - Devised an organized Figma file structure allowing teams to locate essential designs efficiently.
- **Graphic Designer, Willis-Designs (Part-Time) • Remote** **Aug 2020- Present**
 - Adhered to style guides and leveraged data and creativity to drive design decisions.
 - Excelled at multi-tasking while remaining detail-oriented, witnessing 73% of clients claiming to observe a 10% increase in consumer engagement due to multimedia designs.
- **UX Designer & Researcher, Caltex Consulting (Part-Time) • Remote** **Jul 2021 - Jul 2023**
 - Integrated feedback for iterative design, increasing retention by allowing users to connect with support agents through AI chatbots quickly.
 - Enhanced client's SEO web browser ranking by redesigning the description section for storefront pages.
 - Communicated extensively with a diverse array of stakeholders to provide updates and discuss assistive technologies and accessibility.
- **UX Designer, NBTW • Dallas, TX** **Aug 2020 - May 2021**
 - Increased monthly active visitors by 25% through the creation of "The Industry Assistant" allowing users to track progress and communicate with their project team.
 - Collaborated with cross-functional teams including project managers, engineers, and researchers to inform significant design decisions.

Education

- **University of North Texas**
 - Bachelor of Arts, Music Education

Skills & Tools

UX Design
Storyboards
Wireframes
Cross-Team Collaboration

Process Flows
Prototypes
Sitemaps
Figma
Maze

User Interviews
UX Research
Ustesting.com
InVision
Premiere Pro