



Myasia Wilson

A UX designer with a strong focus in Brand Experience Design, Information Architecture, and Visual Storytelling

myasiawilson.com

myasiawilson@gmail.com

267.593.2024

Education

Bachelor of Science

Advertising

Art Institute of Philadelphia

Google UX Design Professional Certificate Program

Skills

UX Design

Information Architecture

Wireframe & Prototyping

Brand Guidelines

Presentation Design

Digital Illustration

Brand Experience Design

Campaign Design

Professional Experience

Karma Agency Material Company | Philadelphia, PA

Digital Designer | March '21–Jan '22

- Facilitated UX design solutions and Brand Guidelines for various retainer clients.
- Developed wireframes and prototypes with a user-centric approach through programs such as Figma, Sketch, Adobe XD, Invision and Photoshop.
- Equipped project managers with efficient and detailed written descriptions of the proposed solutions along with the prototypes to streamline the communication with stakeholders.

David's Bridal Corporation | Conshohocken, PA

Digital Designer | July '14–April '20

- Conceptualized and designed digital assets for omnichannel campaigns which resonate with consumers along their path to purchase.
- Translated marketing initiatives into clear campaign objectives across multichannels.
- Implemented brand standards across US, UK and Canada marketing teams.
- Guided Junior Designers and cross-functional teams through best practices and standardized design templates for a streamlined workflow.
- Supported Customer Acquisition through personalized segmentation.
- Worked closely with Development team to ensure feasibility and deployment of working wireframes for web & email.
- Increased ROAS and CTRs quarterly by leveraging data analytics to improve design for optimal results.

Faire Collection | Brooklyn, NY

Digital Graphic & Web Designer | May '14–Nov '14

- Assisted in the replatforming of the website, re-designing on-site assets and resolve design issues customers are facing as it relates to their website migration.
- Provide detail oriented quality assurance of website pages prior to production.
- Conceptualize, design, and ensure the deployment of landing pages, email campaigns and other on-site media.

Carrie Hammer | New York, NY

Freelance Art Director | Feb '13–July '14

- Spearheaded all branding and creative initiatives through logo re-design, website design, email campaigns, and fashion show collateral.
- Oversaw photoshoots to ensure brand aesthetic and usability of assets.
- Supported customer's comprehension and digestion of information by designing modules & utilizing illustration. Ex: How To's.
- Worked closely with Development Team to ensure technical feasibility.

Chromatic Gallerie | New York, NY

Graphic Designer | Aug '12–Dec '13

- Collaborated with the Creative Director to design, develop and test new design concepts and interfaces for web, email, and social media.
- Assisted in photoshoots, preparing looks and working to complete necessary shots efficiently.
- Researched and shared digital best practices knowledge with team members.

StyleCaster Media Group | New York, NY

Integrated Marketing & Design Assistant | Aug '11–Nov '11

- Assisted in conceptualizing integrated partnerships for digital ad campaigns in response to RFPs, which resulted in retainer of marquee clients.
- Designed mockups, ad units and Keynote Presentations for top brands such as David Yurman, Victoria's Secret, and Oscar De La Renta.