



Myasia Wilson

A UX strategist with a strong focus in Information Architecture, Accessibility and Metric-Driven Design

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Education

Bachelor of Science

Advertising

Art Institute of Philadelphia

Skills

User Journey Mapping

Information Architecture

Data Strategy

Wireframe & Prototyping

Native App Design

Design Systems

Usability Testing

Accessibility Design

Tools

Figma

Figjam

Mural

AdobeXD

Adobe Illustrator

Azure DevOps

A11y | Accessibility

Professional Experience

Independence Blue Cross | Philadelphia, PA

Sr. UX Designer | August '22–Present

- Played a pivotal role in the launch of the new DFD (Digital Front Door) Member Portal site and native app by delivering projects on time, crafting scalable component assets leveraging the atomic design principles, and aligning user-centric designs with business objectives.
- Proficiently worked within Agile and Scrum frameworks, facilitating seamless collaboration between UX design and development teams, enabling iterative design improvements, and ensuring that user feedback is incorporated throughout the development cycle.
- Lead and mentored the UX team in mapping comprehensive user journeys, iterative research and heuristic evaluation.
- Contributed to the growth and maintenance of the design system, and built component library documentation for dev teams.
- Developed user testing systems and templates to standardize and enhance the user feedback process and improve workflow.
- Collaborated closely with the UX Manager in sprint planning, ensuring that design tasks are well-defined, prioritized, and align with project goals, enabling the UX team to consistently deliver on time and within scope.
- Strategized and designed for multiple internal apps which acted as the digital repository for all business vendors, apps, and the integrations between them.
- Advocated an A11y culture within the organization, creating guidelines for development and educating cross functional teams.

Karma Agency Material Company | Philadelphia, PA

Digital Designer / UX Designer | March '21–Jan '22

- Orchestrated UX design solutions and Brand Guidelines for diverse retainer clients.
- Crafted wireframes and prototypes, employing a user-centric methodology, utilizing tools including Figma, Sketch, Adobe XD, Invision, and Photoshop.
- Furnished project managers with concise, detailed written descriptions of proposed solutions, accompanied by prototypes, to enhance 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

- Contributed to the website replatforming project, addressing on-site assets and resolving design challenges encountered by customers during their website migration.
- Conducted meticulous quality assurance checks on website pages before production to ensure precision and reliability.
- Conceptualized, designed, and supervised the deployment of landing pages, email campaigns, and various on-site media elements.

Carrie Hammer | New York, NY

Freelance Art Director | Feb '13–July '14

- Spearheaded all branding and creative initiatives, orchestrating a comprehensive transformation including logo redesign, website enhancements, captivating email campaigns, and collateral for fashion shows.
- Supervised photoshoots to guarantee alignment with our brand aesthetic and the practicality of assets.
- Elevated customer understanding and engagement by meticulously crafting modules and employing illustrative elements, exemplified in “How To’s.”
- Collaborated closely with the Development Team to ensure seamless integration of design solutions with technical feasibility.

Chromatic Gallerie | New York, NY

Graphic Designer | Aug '12–Dec '13

- Collaborated closely with cross-functional teams to align design strategies with overarching brand goals and ensure a cohesive and engaging user experience across all digital touchpoints.
- Partnered with the Creative Director to design, develop, and test new design concepts and interfaces for web, email, and social media.
- Assisted in photoshoots, curating compelling looks and streamlining the workflow for efficient shot execution.
- Researched and shared digital best practices knowledge with team members.

StyleCaster Media Group | New York, NY

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

- Played a pivotal role in conceptualizing strategic partnerships for digital ad campaigns, responding to RFPs and securing high-profile client retainers.
- Crafted captivating mockups, innovative ad units, and dynamic Keynote Presentations for renowned brands including David Yurman, Victoria’s Secret, and Oscar De La Renta.
- Leveraged data-driven insights to optimize ad campaign performance, fine-tuning targeting strategies and creative elements for maximum engagement and ROI, resulting in consistently improved campaign outcomes.