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| Portfolio: https://lcraigwilson.com//index-before-2024.html |  | | 3885 W 2720 N  Lehi, UT  (801) 598-7060 | Email: lcraigwilson@gmail.com | [Linkedin.com/in/craig-wilson1/](https://www.linkedin.com/in/craig-wilson1/) |
| **Lawrence Craig Wilson** |  | | Profile | | |
| As a seasoned **Senior User Experience (UX) Design Manager and Principal UX Architect**, I have successfully tackled intricate business challenges by crafting innovative UX solutions. With over a decade of leadership experience, I’ve spearheaded multidisciplinary teams and driven strategic UX initiatives across various industries. My expertise lies in creating and implementing robust design systems, streamlining user flows, and cultivating a culture of user-centered design excellence. Leveraging advanced UX methodologies and technical proficiency, I consistently deliver impactful digital experiences that align seamlessly with business objectives, while leading my teams to deliver design excellence. | | |
| CORE SKILLS | |  | WORK EXPERIENCE | | |
| * Information Architecture * UX & UI Design, Product Design * Website & Mobile App Development * User & Interaction Flows, Storyboards * UX Research, UX Writing, UX Strategy * Figma, Figma Dev Mode * Agile Development * Quantitative & Qualitative Data Analysis * Cross-device/Platform Implementation * Agile Scrum Project Management * Servant Leadership & Team Building * Story Mapping & Journey Mapping * User Interviews, Epics, Task Tracking * Usability Testing, Contextual Inquiry * Human Factors Engineering * Heuristic Analysis, Affinity Diagramming * Design System Development * Customer Management  PROFESSIONAL DEVELOPMENT **4 years Design Graphics Technology**  Brigham Young University | |  | **Sr. UX Design Manager & Principal UX Architect**  Silicon Valley Bank – Salt Lake City, UT | Mar 2021 – Present   * Lead a diverse team of UX designers in defining and implementing enterprise standards for UI/UX components, driving innovation across multiple strategic initiatives. * Advocate for UX priorities within interdisciplinary teams, utilizing Figma's "Dev Mode" to establish reusable design components and streamline collaboration. * Developing and implementing comprehensive UX strategies aligned with user needs and business goals, contributing to significant improvements in user satisfaction metrics and operational efficiency. * Developed the Design System used in the Migration and Transformation of High-Profile Investors SVB-Go platform.   **Principal UX Architect, Standards & Compliance**  Zions Bancorporation – Salt Lake City, UT | Jan 2018 – Feb 2021   * Spearheaded strategic design initiatives to translate complex business and user requirements into intuitive design solutions, achieving alignment with industry best practices and regulatory standards. * Led UI/UX coaching initiatives and streamlined design processes, resulting in enhanced team performance and the development of scalable UI Style Guides and Pattern Libraries. * Conducted extensive user research and usability testing to inform design decisions, resulting in improved user engagement and product usability across digital platforms.   **Principal UX Architect & UX Product Manager**  Fidelity Investments – Salt Lake City, UT | Jun 2015 – Jan 2018   * Directed the design strategy and execution for the transformation of core work management solutions, leveraging HTML5/CSS3, Angular, and Git to replace legacy Flash/Flex applications. * Collaborated closely with stakeholders to gather user insights and requirements, effectively communicating user perspectives and pain points to drive product innovation and development. * Implemented Lean UX methodologies, resulting in accelerated product development cycles and increased team efficiency in delivering high-quality user-centered designs.   **Principal IxD/UI/UX/Human Factors Engineer**  Under Armour – Baltimore, MD | Jun 2014 – Jan 2015   * Provided expert guidance in Human Factors Engineering principles, leading usability studies and implementing UX design processes to enhance web and mobile applications. * Developed design prototypes and conducted user surveys to gather quantitative research data, informing iterative design improvements and enhancing user experience metrics. * Led cross-functional teams in the creation of UI/UX artifacts and design pattern libraries, facilitating cohesive and consistent design implementations across product lines.  **ADDITIONAL EXPERIENCE**Principal IxD/UI/UX/Human Factors Engineering Architect/ManagerExxonMobil – Houston, TX | Apr 2013 – Jun 2014  * Applied advanced UX design principles to evaluate and improve existing systems, collaborating with business and technology teams to implement user-centric design solutions.  Northrop Grumman – Albuquerque, NM | Principal IxD/UI/UX/Human Factors Engineer | Jan 2013 – May 2013  * Conducted usability evaluations and applied Human Factors Engineering methodologies to enhance the usability and efficiency of defense systems and applications.  Principal IxD/UI/UX/Human Factors EngineerOpen Solutions Inc. – Glastonbury, CT | Jan 2012 – Dec 2012  * Designed and implemented user-centered design solutions for financial software applications, ensuring compliance with industry standards and user requirements. | | |
| Technical skills | |  |
| WIREFRAMING & PROTOTYPING TOOLS: Figma, Figma Dev Mode, Adobe XD, Expression Blend 4 Suite, Adobe CS6, Adobe Fireworks CS6 Suite: Adobe Photoshop CS6, Adobe Illustrator CS6. Coding: HTML/HTML5/DHTML, XML, XSLT, JavaScript, jQuery, CSS & CSS3, .NET Framework, C#, ASPX, ASP, SQL, WPF (Windows Presentation Foundation). SERVER-SIDE DEVELOPMENT: Microsoft Technologies (Azure, WPF, .NET, C# ASPX), XML, XSLT, SQL SERVER & NETWORK ADMINISTRATION: Windows NT, Node.js, Git, .Net Server Administration, Tuning & Performance, Network Configuration DEVELOPMENT TOOLS & VERSION CONTROL: Jira, Confluence, Visual Studio, VSCode, .Net, Team Foundation Server, Visual Source Safe, ClearCase, Tortoise SVN PREVIOUS EXPERIENCEPresident & Founder On-Site Systems Support LLC  2010 – 2012 UI Design EngineerLANDesk Software2007 – 2010 | |  |