

Lawrence Craig Wilson

Principal Product Designer · Lead Product Design Engineer · Prototyper

Lehi, UT

(801) 598-7060

lcraigwilson@gmail.com

LinkedIn

Portfolio

PROFILE SUMMARY

Seasoned **Principal Product Designer & Lead Engineer**. Author of *The UX Engineering Playbook*. Uses AI to build design systems and translate flows into clear systems.

Colossal experience **developing, leading & scaling Product Design** practices and methodologies; managing design teams across mobile-product initiatives.

Mastery of Product Design principles — producing multi-platform design systems, user flows, rapid prototypes, wireframes & experience maps.

Synthesizes user-centred design from consumer insight, data analytics, user research and business requirements into measurable decisions.

Technical & business fluency — **breaks complex challenges into incremental solutions**; deep agile experience driving big-picture thinking.

Thrives in fast-paced environments, **juggling multiple priorities** while balancing short-term needs and long-term strategic vision.

CORE COMPETENCIES

AI-Augmented Design

Prompt Engineering

Figma + Dev Mode

Design Systems & Tokens

Mobile-First Design

AI Product Design

Live Code Prototyping

User & Interaction Flows

Product Design Strategy

Information Architecture

User Research & Synthesis

Accessibility / WCAG 2.2

Journey & Story Mapping

Usability Testing

Front-End Engineering

TECHNICAL SKILLS

Wireframing & Prototyping

UX Pilot

Claude Design

AI Integration

Figma

Figma Dev Mode

Framer

Adobe Photoshop

Adobe Illustrator

Lottie

Coding & Markup

HTML5

CSS3

JavaScript

TypeScript

Tailwind CSS

.NET 9

C#

ASP.NET Core

WPF

Dev Tools & Version Ctrl

Claude

DeepSeek

GitHub Copilot

UX Pilot

Visual Studio

VS Code

Git

GitHub

Azure DevOps

Jira

Confluence

PROFESSIONAL EXPERIENCE

Plan End Game

Salt Lake City, UT

SEPT 2024 – PRESENT

Principal UX Designer

Principal UX Engineer

Sr. UX Manager

Lead all product design projects — managing contractor designers, creating and coding UX engineering output, and working closely with the development team. Currently leading financial dashboard design with AI tools embedded directly in our process.

- Lead all **product design projects** and coordinate a contractor design team.
- Designing several **financial dashboards** end-to-end in Figma.
- Embedded **AI tools directly into the design process** — significant iteration-speed gains.
- Hand off pixel-perfect specs and code via Figma Dev Mode and tokens.

Silicon Valley Bank

Salt Lake City, UT

MAR 2021 – SEPT 2024

Principal Product Designer

Lead Product Design Engineer

Oversaw product design features for the best possible experience — leading a large team of design managers across broad initiatives; defined and prioritized problems, coordinated multiple design pods, and built enterprise standards for extensible UI components.

- Designed and coded the front end** of the SVB Design System (prototype in portfolio).
- Completed **Treasury Gateway Mobile** designs for SVB Go — released to the public end of 2024.
- Built reusable components in **Figma Dev Mode** using design tokens.
- Designed and coded the front end of **SVB's API portal** — Key Generation and Sandbox.
- Crafted Product Design strategy meeting user needs while accelerating business growth.
- Delivered **systems-level design thinking** via the Product Maturity model review process.
- Championed the *"persona-driven experiences for experience-driven components"* philosophy.
- Represented the voice of users by initiating and leading User Interviews.

Zions Bancorporation

Salt Lake City, UT

JAN 2018 – FEB 2021

Principal Product Designer

Principal Solutions Architect

Lead role in strategic design and implementation — translating business and user requirements into design solutions while balancing technical, data, and schedule constraints.

- Expert reviews of existing systems for business and technology teams.
- Translated **quantitative + qualitative data** into design decisions grounded in usability standards.
- Translated user research into **personas, journey maps, wireframes, and prototypes**.
- Aligned the UI Digital Experience platform with end-user needs across applications.
- Created **UI Style Guides & Pattern Libraries** shared across application development.

Fidelity Investments

Salt Lake City, UT

JUN 2015 – JAN 2018

Principal Product Designer & Architect

Product Manager

Led the design strategy that transformed XTRAC's core work management solution — acting as Voice of the User to develop a responsive web application in HTML5/CSS3, Angular, and Git, replacing the legacy Flash/Flex product.

- Excellent storyteller — sketches, journeys, prototypes, workshops, wireframes, presentations.
- Implemented **Lean Product Design** refined to *"persona-driven experiences — experience-driven components"*.
- Designed and developed the **"Developer Career Portal"** — increased hiring assessment efficiency.
- Built **detailed wireframes, mockups, and prototypes**; contributed to RSA's design system.
- Mentored multiple Product Design interns and grew adoption of the Product Maturity model.

Under Armour

Baltimore, MD

JUN 2014 – JAN 2015

Principal IxD / UI / Product Engineer

Human Factors

Provided Human Factors Engineering guidance and generated the company's Product Design Future Vision via impactful web and mobile apps.

- Directed protocols, study designs, and execution of **formative + summative usability studies**.
- Guided 4 development teams using lean Product strategies; prototyped in **Axure 7.0 and Sketch**.
- Applied **HTML5/CSS3, jQuery, and Angular** to complete UI projects.
- Built **style guides and design pattern libraries** for cohesive engineering consumption.

EARLIER CAREER

ExxonMobil

Principal IxD / UI / Product / HF Architect & Mgr

Houston, TX · Apr 2013 – Jun 2014

Northrop Grumman

Principal IxD / UI / Product / Human Factors Engineer

Albuquerque, NM · Jan 2013 – May 2013

Open Solutions Inc.

Principal IxD / UI / Product / Human Factors Engineer

Glastonbury, CT · Jan 2012 – Dec 2012

On-Site Systems Support LLC

President & Founder

2010 – 2012

LANDesk Software

UI Design Engineer

2007 – 2010

The UX Engineering Playbook

Published Author · Amazon

amazon.com/dp/B0F8V6VWZD

PROFESSIONAL DEVELOPMENT

UNIVERSITY

Brigham Young University

4 Years · Design Graphics Technology

PUBLISHED AUTHOR

The UX Engineering Playbook

Available on Amazon