LAWRENCE CRAIG WILSON

Lehi, UT | (801) 598-7060 | lcraigwilson@gmail.com | [LinkedIn](#) | [Portfolio](#)

SENIOR UX DESIGN TEAM MANAGER | PRINCIPAL UX ARCHITECT
A strategic thinker with a broad background in interaction design and user-centred design principles and methods

- **A well-seasoned and passionate UX leader** experienced in creating robust design systems, ideating new & novel features and functionality based on user and business needs, and translating complex user flows into clearly visualized systems, maps, journeys, and more.
- Colossal experience in **developing, leading, and scaling UX practices and methodologies** within an organization.
- Talented in managing design teams across multiple projects with a track record of **driving design systems and best practices projects**.
- **Mastery of UX design principles** and experience producing and managing multi-platform design systems, user flows, rapid prototypes, wireframes, experience maps, and functional product documentation.
- Focused on **synthesizing user-centred design from consumer insight**, data analytics, user research, and business requirements.
- Technical and business fluency with **excellence in breaking down large challenges into incremental solutions and decisions** and positioning various approaches. Comfortable driving big-picture thinking along with experience in the agile development methodology.
- Proven ability to work in a fast-paced environment, often **juggling multiple priorities and successfully balancing immediate short-term needs** while maintaining a strategic vision for the long term.

CORE COMPETENCIES
- Figma, Figma Dev Mode
- UX & UI Design, Product Design
- Website & Mobile App Development
- User & Interaction Flows, Storyboards
- UX Research, UX Writing, UX Strategy
- Information Architecture
- Quantitative & Qualitative Data Analysis
- Cross-device/Platform Implementation
- Agile Scrum Project Management
- Story Mapping & Journey Mapping
- User Interviews, Epics, Task Tracking
- Usability Testing, Contextual Inquiry
- Human Factors Engineering
- Heuristic Analysis, Affinity Diagramming
- Design System Development
- HTML5/ CSS3 | WPF/C# | JavaScript

TECHNICAL SKILLS

Wireframing & Prototyping Tools: Figma, Figma Dev Mode, Adobe XD, Expression Blend 4 Suite, Adobe Photoshop CS6, Adobe Illustrator CS6

Coding: HTML/HTML5/DHTML, XML, XSLT, JavaScript, jQuery, CSS & CSS3,.NET Framework, C#, ASPX, ASP, WPF (Windows Presentation Foundation)

Server-Side Development: Microsoft Technologies (WPF, .NET, C# ASPX), XML, XSLT, Some SQL

Development Tools & Version Control: Visual Studio, VS Code, .Net, Team Foundation Server, Visual Source Safe, Clearcase, Tortoise SVN, Jira and Confluence.

PROFESSIONAL EXPERIENCE

Silicon Valley Bank – Salt Lake City, UT | **Sr. UX Design Manager & Principal UX Architect**   **Mar 2021 – Present**

Oversee UX and design features and capabilities that deliver the best possible experience – leading a large, well-rounded team of design managers across multiple, broad initiatives. Define and prioritize the problems, approach initiatives, and coordinate the efforts of multiple design teams and organizations. Lead all aspects of the UX design pods by defining, testing, and building new enterprise standards for extensible UI/UX components to drive innovative solutions to existing business problems.

- Designed and then coded the front end of the SVB Design System. See my prototype in my portfolio site.
- Advocate for design and UX priorities within interdisciplinary teams and collaborate with teams, generating, aligning, and approving UX/UI design strategies. Work with "Dev Mode" in Figma to create reusable components using design tokens.
- Designed and then coded the front end of SVB's API portal including Key Generation and Sandbox.
- Grasp and distil highly complex issues and translate them into clean, focused, understandable UX solutions by defining new ways of working in building best-in-class user experiences.
- Develop HTML layouts for the API portal by using expertise to boost user interfaces and ensure seamless user experiences.
- Craft and lead the implementation of a UX strategy plan to meet user needs and accelerate business growth while aligning with user-centred design and business strategy.
- Promote solutions that consider users, push for innovation, prioritize usability, and balance business objectives.
- Deliver systems-level design thinking and employ the UX Maturity model review process to measure the organization's goals and practices in understanding and delivering user-centred design for more streamlined efficiency.

- Champion the "persona-driven experiences for experience-driven components" philosophy by advocating user-centred design principles in product roadmaps to accomplish highly interactive designs.
- Showcase strong instincts and outstanding intuition informed by user needs and insights besides providing scripted presentation of questions in line with initial mockup walkthrough redesigns.
- Represent the voice of users and demonstrate a strong understanding of their needs by initiating and leading User Interviews .

Zions Bancorporation – Salt Lake City, UT | **Principal UX Architect, Standards & Compliance**   Jan 2018 – Feb 2021

Took a lead role in strategic design and driving the implementation of projects. Translated business and user requirements into design solutions for end-users and other stakeholders. Proposed pragmatic solutions that are consistent with industry best practices and user expectations, while balancing technical, data, and schedule constraints. Administered policies by leading technical working groups, driving UI/UX coaching initiatives, and augmenting the design process and team performance.

- Applied advanced understanding in the conceptualization, design, and evaluation of existing systems to offer expert reviews of existing systems and related findings to business groups and technology teams.
- Collected and analyzed both quantitative and qualitative data to make design decisions based on usability standards/best practices. Carried out user research to translate insights into personas, user journey maps, wireframes, and prototypes.
- Coordinated with teams, continuously aligning the UI Digital Experience platform with end users' interactions for applications to meet changing user needs. Applied human-centred design methods by implementing usability processes.
- Shared common UI/UX artifacts for application development and streamlined the design process with project requirements by creating UI Style Guides, Pattern Libraries, and processes.

Fidelity Investments – Salt Lake City, UT | **Principal UX Architect & Product Manager**   Jun 2015 – Jan 2018

Led and executed the design strategy and transformed XTRAC's core work management solution. Worked with stakeholders to understand customer needs and create intuitive and visually appealing product experiences. Acted as Voice of the User, clearly articulating users' points of view, pain points, and desire to develop a highly responsive web application with HTML5/CSS3, Angular, and Git, replacing the Flash/Flex product. See Fidelity Work Hub Prototype & video of Users about the new Work Hub.

- Served as an excellent communicator & storyteller; bringing ideas to life using sketches, journeys, prototypes, workshops, wireframes, presentations, and more to move the needle within creative teams and with less design-fluent stakeholders.
- Succeeded in implementing the Lean UX approach by refining it to "Persona-driven experiences - experience-driven components" which resulted in reduced product development cycles.
- Partnered with User Research to understand current user needs and wants, test potential design solutions with users, and help translate those learnings into actionable insights. Designed and developed the "Developer Career Portal" by leveraging design principles to increase the efficiency of candidate assessment during the hiring process.
- Translated requirements and user needs into tangible interaction designs through detailed wireframes, mockup designs, and prototypes. Contributed to the development of interaction patterns and promoted the use of RSA's design system.
- Managed user research and ensured an integrated approach to interacting with and learning from users. Mentored multiple UX interns for professional growth and increased understanding and implementation of the UX Maturity model.

Under Armour – Baltimore, MD | **Principal IxD/UI/UX/Human Factors Engineer**   Jun 2014 – Jan 2015

Provided adept Human Factors Engineering guidance based on usability activity results and Human Factors Engineering principles and developed user surveys for quantitative research effort, as well as, analyzing and reporting on responses. Generated the company's UX Future Vision through the implementation of UX design processes to create impactful web and mobile apps.

- Directed the development of protocols, study designs, and execution of formative and summative usability studies.
- Guided 4 development teams by devising lean UX strategies and utilizing tools like Axure 7.0 and Sketch for effective prototyping. Applied coding expertise in HTML5/CSS3, jQuery, and Angular diligently to complete UI projects.
- Led the reporting and disposition of Human Factors Engineering evaluation findings and created style guides and design pattern libraries for rapid implementation of cohesive designs by the Human Factors group and engineering consumption.

PREVIOUS EXPERIENCE:
ExxonMobil – Houston, TX | Principal IxD/UI/UX/Human Factors Engineering Architect/Mgr. | Apr 2013 – Jun 2014
Northrop Grumman – Albuquerque, NM | Principal IxD/UI/UX/Human Factors Engineer | Jan 2013 – May 2013
Open Solutions Inc. – Glastonbury, CT | Principal IxD/UI/UX/Human Factors Engineer | Jan 2012 – Dec 2012
On-Site Systems Support LLC | President & Founder | 2010 – 2012
LANDesk Software | UI Design Engineer | 2007 – 2010

***PROFESSIONAL DEVELOPMENT:* 4 years Design Graphics Technology | Brigham Young University**