

# Maggie Wilson

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## Work Experience

### EMPLOYEE EXPERIENCE DESIGNER

PPL Services, Remote; Jan 2023–Present

- Leads and supports workshops with Service Design peers and industry subject matter experts to aid in the mapping and service blueprinting of current and future-state processes, informing enterprise application integration and workflow optimization.
- Works with UX Research, Service Design, and product teams to evaluate current employee experiences and provide UX and UI direction on third-party enterprise application implementation.

### UX/UI DESIGNER

PMMI Media Group, Chicago, IL; Jan 2019–Present

- Worked cross-functionally with UX peers, content, and development teams to design and augment trade magazine websites, PMMI member directory products, and event landing pages, used by 950,000 known users across various vertical markets of the packaging manufacturing industry.
- Collaborated cross-functionally with digital marketing peers, providing UX, UI and front-end technical support on forms, pop-up enticements, welcome initiatives, and content strategy that increased end-user acquisition conversion rates by 120% over the course of a quarter.
- Designed and developed various email newsletter templates, working to increase branded, personalized experiences for end-users, and contributed to an automation initiative that reduced production-related rendering errors by 63% in one year, and a total of 81% over four years.
- Collaborated with UX peers and product development colleagues to design functional and aesthetic campaign reporting and directory web experiences.
- Introduced Webflow into the tech stack to support basic content-driven websites, reducing bottom-line spend on hosting and CMS tools, and allowing development peers to support more complex products.
- Advocated for end-user interviews and research opportunities to better measure insights on newsletter, editorial content, and PMMI directory products.

### DIGITAL MEDIA ART DIRECTOR

PMMI Media Group, Chicago, IL; January 2018–December 2018

- Designed and maintained elements for PMMI Media Group trade magazine websites, creating branded aesthetic experiences for end-users. Worked cross-functionally with digital marketing peers to design and implement web campaigns that aimed to nurture, re-engage, and grow the current user base.
- Designed conceptual covers and editorial layouts for the bi-monthly publication *Healthcare Packaging*, working with editors, publishers, and print production to deliver aesthetic issues on time and in budget.
- Designed print materials for event marketing, client marketing, and end-user marketing campaigns.
- Provided email HTML development and design expertise to product, email production and QC teams.

### ASSOCIATE ART DIRECTOR

PMMI Media Group, Chicago, IL; January 2017–December 2017

- Designed conceptual covers and editorial layouts for the bi-monthly publication *Healthcare Packaging*, working with editors, publishers, and print production to deliver aesthetic issues on time and in budget.
- Designed print materials for event marketing, client marketing, and end-user marketing campaigns.
- Provided email HTML development and design expertise to product, email production and QC teams.

### JUNIOR GRAPHIC DESIGNER

PMMI Media Group, Chicago, IL; June 2016–December 2016

- Created print and digital collateral for marketing and editorial teams, including supplemental digests, printed mailers and brochures, logo and branding design, and event signage.
- Provided design and HTML support to email production and QC teams.

## Education

### LOYOLA UNIVERSITY CHICAGO

August 2012–May 2016;

Chicago, Illinois

Bachelors of Arts with a Major in Visual Communication and Minor in Drawing and Painting, Magna Cum Laude.

## Skills & Software

- Fluent in Figma, Sketch and InvisionApp.
- Fluent in Webflow design and development.
- Fluent in Adobe Creative Suite including Illustrator, InDesign, and Photoshop.
- Fluent Microsoft Office Suite including Powerpoint, and Word.
- Proficient in Wufoo Forms and Omeda Dragon Forms and Personalization tools.
- Basic knowledge of Adobe After Effects.
- Basic knowledge of Pardot Email marketing.
- Basic proficiency in Google Analytics and Google Data Studio
- Proficient in email HTML development.
- Basic proficiency in HTML and CSS.