

# Maggie Wilson

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## Work Experience

### PRODUCT DESIGNER

Devbridge/Cognizant Moment, Chicago, IL; September 2023–Present

- Provides financial services client product owners with UX/UI design solutions, via documented user flows, low-fidelity designs, and high-fidelity prototypes.
- Collaborates with a large delivery team of designers, product managers, business analysts, and engineers to bring forth design solutions on a sprintly basis.
- Draws on product knowledge to gauge client product maturity, document design & technical debt, and collaborate with stakeholders to provide resources for quarterly planning and user research initiatives.
- Maintains and documents detailed component and pattern libraries for client products within Figma.

### EMPLOYEE EXPERIENCE DESIGNER

PPL Services, Remote; January 2023–September 2023

- Led and supported workshops with Service Design peers and utilities industry subject matter experts to map processes, informing enterprise application integration and workflow optimization.
- Collaborated with research and product teams to evaluate current employee experiences and provide UX and UI direction on third-party work management enterprise application implementation.

### UX/UI DESIGNER

PMMI Media Group, Chicago, IL; January 2019–January 2023

- Collaborated with content, product, and development teams to design and provide strategy for trade media websites, impacting 950,000 users in the packaging manufacturing industry.
- Worked with digital marketing teams to improve digital campaign efforts, boosting end-user acquisition conversion rates by 120% in a quarter.
- Optimized email production workstreams through an automation initiative, contributing to a 63% reduction in production errors in one year and 81% over four years.
- Advocated for and implemented Webflow into the tech stack for content-driven sites, cutting hosting and CMS costs and enabling support for more complex projects.
- Promoted and led end-user research to enhance insights for multi-channel media products.

### DIGITAL MEDIA ART DIRECTOR

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

- Designed and maintained multi-media engagement and growth campaigns for publication brands.
- Continued art direction and design contribution for the bi-monthly publication *Healthcare Packaging*.
- Provided HTML development and design expertise for 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.

## Skills

- Fluent in Agile Methodology.
- Proficient in Design Systems creation and management.
- Proficient in Service Blueprinting.
- Proficient in email HTML development.
- Basic proficiency in HTML and CSS.

## Software

- Fluent in Figma and Sketch.
- Fluent in Miro and LucidChart collaboration tools and drafting.
- 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 proficiency in Google Analytics and Google Data Studio

## 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.