**Lawrence Craig Wilson**

Draper, UT | 8015987060 | <http://www.lcraigwilson.com>

Innovative UX Architect and Senior Manager of UX with 25+ years of experience leveraging UI/UX expertise to drive technological solutions in web and mobile app development. Excels in user research and Usability testing to continuously align product development roadmaps with user interactions, leading to improved user experiences and accelerated business growth. Successfully led development teams internationally by implementing modern design strategies and best-practices for impactful products.

**Professional Experience**

**Silicon Valley Bank | Salt Lake City, UT**

**Senior UX Design Manager and Principal UX Architect | March 2021 - Present**

* Partner with teams, generating, aligning, and approving UX/UI design strategies that meet user needs and accelerate business growth
* Lead UX design pods by defining, testing, and building new enterprise standards for extensible UI/UX components to drive innovative solutions to existing business problems
* Champion the "persona-driven experiences for experience-driven components" philosophy, by advocating user-centered design principles in product roadmaps, achieving highly interactive designs
* Built HTML layouts for the API portal by leveraging subject matter expertise to boost user interfaces and ensure seamless user experiences

**Zions Bancorporation | Salt Lake City, UT**

**Principal UX Architect, Standards and Compliance | January 2018 - February 2021**

* Oversaw policies by leading technical working groups and driving UI/UX coaching initiatives, enhancing the design process, and boosting team performance
* Conduct user research to translate insights into personas, user journey maps, wireframes, and prototypes
* Developed UI Style Guides, Pattern Libraries, and processes for sharing common UI/UX artifacts for application development, streamlining the design process with project requirements
* Collaborated with teams, continuously aligning the UI Digital Experience platform with end users' interactions for several applications to meet changing user needs

**Fidelity Investments | Salt Lake City, UT**

**Principal UX Architect and Product Manager | June 2015 - January 2018**

* Transformed XTRAC's core work management solution by developing a highly responsive web application with HTML5/CSS3, Angular, and Git, replacing the Flash/Flex product. See: [Fidelity Work Hub Prototype](http://lcraigwilson.com/workhub_latest/xtrac_cfe_v4.0.html) that I designed and coded. See video of Users and what they say about the new [Work Hub](http://lcraigwilson.com/video10.html).
* Implemented the Lean UX approach by refining it to "Persona-driven experiences - experience-driven components," reducing product development cycles
* Designed and developed the "Developer Career Portal" by leveraging design principles to increase the efficiency of candidate assessment during the hiring process

**Under Armour | Baltimore, MD**

**Principal IxD/UI/UX/ Human Factors Engineer | June 2014 - January 2015**

* Generated the company’s UX Future Vision through the implementation of UX design processes to create impactful web and mobile apps
* 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

**ExxonMobil | Houston, TX**

**Principal IxD / UI / UX / Human Factors Engineering Architect/Manager | April 2013 - June 2014**

* Steered global teams by leading the redesign of 100+ internal applications using Lean UX, enhancing user experiences
* Executed contextual inquiry for app development by ensuring user-centric redesign through Wireframes, Prototypes, and final WPF/C# UI code, aligning app development to business goals
* Coached user experience processes diligently, enhancing user-centered application development

**Northrop Grumman | Albuquerque, NM**

**Principal IxD / UI / UX / Human Factors Engineer | January 2013 - May 2013**

* Manage the company portfolio of technologies ranging across cybersecurity, C4ISR, and logistics through subject matter expertise to deliver innovative solutions for client goals
* Built applications for the government to achieve goals while meeting user needs
* Trained new designers in UX processes and UI best-practices to impart valuable skills for workflow

**Open Solutions Inc. | Glastonbury, CT**

**Principal IxD / UI / UX / Human Factors Engineer | January 2012 - December 2012**

* Facilitated user-centered design processes and conducted A/B testing for intuitive interfaces
* Improved mobile development architecture for IOS and Android devices by leveraging HTML5 and CSS3 for responsive design, enhancing cross-device user experiences
* Strengthened the company’s mission by creating impactful UI solutions that strengthen client relationships

**Additional Experience**

On-Site Systems Support | President

LANDesk | UI Design Engineer

**Core Competencies**

Excellent Written, Verbal, and Interpersonal Communication, Organization, Attention to Detail, Leadership, Team Player, Visual Design, Problem Solving, Innovative, Customer Management, Relationship Building

**Technical Skills**

UX and UI Design, Wireframing, and Prototyping Tools, Quantitative and Qualitative Data Analysis, Agile Scrum Project Management, Coding, Information Architecture, UX Writing

**Wireframing and Prototyping Tools:** Expression Blend 4 Suite, Adobe Dreamweaver CS6, Adobe, Fireworks CS6, Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe Flash CS6, Figma, Adobe XD

**Coding:** WPF (Windows Presentation Foundation), Silverlight, Flash/Flex, HTML/HTML5/DHTML, XML, XSLT, JavaScript, jQuery, CSS and CSS3, .NET Framework, C#, ASPX, ASP, SQL

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

**Server and Network Administration:** Windows XP/Vista/7/8 and 2003/2008 Server, NT Server, .Net Server Administration, Tuning and Performance, Network Configuration

**Development Tools and Version Control:** Visual Studio, .Net, Team Foundation Server, Visual Source Safe, Clearcase, Tortoise SVN

**Education & Certifications**

**4 years Design Graphics Technology**, Brigham Young University