

JULISSA N WILSON

PRODUCT DESIGNER (UX/UI)

APP & WEB DESIGN

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PROFILE

A strategic Lead UX/UI Designer with 5 years of experience in healthcare-focused product design, specializing in problem-solving, comprehensive design systems, and precision hi-fidelity prototypes. My background in health information management enables me to make data-driven design decisions that optimize user workflows, consistently adding value, driving revenue, and improving customer retention.

WORK EXPERIENCE

PRODUCT DESIGNER - CONTRACT

PURPLOVA DESIGNS | AUGUST 2023 - PRESENT (REMOTE)

IMPACT — Delivered high-quality design solutions that enhanced client brand identities and communication materials while ensuring efficient use of resources and adherence to project timelines.

- Collaborate with clients and stakeholders to define design project goals, deliverables, and timelines, creating detailed design briefs and mock examples to ensure alignment with client expectations.
- Design a wide range of digital and print collateral, including logos, brand identities, business cards, brochures, presentations, invitations, and book covers, ensuring cohesive brand representation across all materials.
- Revise design concepts and solutions to fit within client budgets and project constraints, optimizing resources without compromising quality.
- Create paper sketches and digital prototypes using Figma, Sketch, and Photoshop, translating conceptual ideas into visually compelling designs.
- Formulate design systems within established brand guidelines, maintaining consistency and scalability across projects.
- Collaborate as part of a larger design team, contributing creative solutions and managing individual responsibilities to ensure timely project delivery.

LEAD UX/UI DESIGNER

CARECLOUD, INC. | AUGUST 2021 - AUGUST 2023 (REMOTE)

IMPACT — Streamlined user experience across multiple products, enhancing CareCloud's overall digital offering and improving operational efficiency for healthcare clients.

- Led the design and development of web and mobile applications, managing a team of designers and working closely with developers and product managers to deliver high-impact solutions.
- Designed user-friendly interfaces using Figma and Sketch, improving user satisfaction scores by 15% and streamlining workflows for healthcare providers.
- Conducted A/B testing and usability testing, leading to a 20% increase in user engagement and reducing customer support inquiries.
- Established a comprehensive design system that ensured product consistency and reduced design-to-development time by 25%.
- Collaborated cross-functionally using Jira and Trello to keep stakeholders aligned with project goals and timelines.

UX/UI DESIGNER

CARECLOUD HEALTH | DECEMBER 2019 - AUGUST 2021 (HYBRID)

IMPACT — Enhanced usability and functionality of healthcare products, contributing to CareCloud's competitive advantage.

- Delivered high-quality wireframes and prototypes for healthcare software, improving user workflows and reducing administrative task time by 30%.
- Collaborated with engineering, QA, and product teams to ensure design implementation accuracy, resulting in fewer post-launch corrections.
- Led user research sessions that informed feature prioritization and improved the overall design experience for both healthcare providers and patients.
- Designed user journeys and storymaps, improving the product's user adoption rate by 18%.
- Played a key role in designing a clinical/financial dashboard, offering healthcare providers real-time insights through visual data.

TECH CONSULTANT

TARGET CORPORATION, INC. | OCTOBER 2018 - DECEMBER 2019 (ON SITE)

MARKETING COORDINATOR

ADVANTAGE CHIROPRACTIC AND SPORTS REHAB | APRIL 2019 - SEPTEMBER 2019 (ON SITE)

HEALTH INFORMATION MANAGEMENT TECHNICIAN

WELLINGTON REGIONAL MEDICAL CENTER | FEBRUARY 2017 - OCTOBER 2018 (ON SITE)

SKILLS

- UX/UI Design
- Wireframes
- Moodboard
- Mockups
- Heuristics
- Iconography
- Typography
- Style Guide
- Design Systems
- Information Architecture
- Desk/Field/User Research
- Data Analysis
- Prototyping
- A/B Testing
- Usability Testing
- Personas
- Site Map
- Surveys
- User Flows
- UX Strategy
- UX Framework
- Pixel Perfect
- Leadership
- Operations
- E-commerce
- Client Relations
- Interaction Design
- Responsive Design
- Web/Mobile Design
- Competitive Analysis
- Cross-Functional Teams

TOOLS

- Sketch
- Figma
- Adobe XD
- JIRA
- Slack
- Miro
- Invision
- Keynote
- Trello
- Overflow
- Flowmap
- Google Suite
- Microsoft Suite
- Squarespace
- Wordpress

METHODOLOGIES

- Kanban
- Lean UX
- User Journey
- Ideation Techniques
- IBM Design Thinking
- MVP
- Agile
- Hyper Island
- Storymapping

EDUCATION

- UX/UI Design Immersive Certification
Brainstation (formerly Wyncode Academy)
2019
- Bachelors of Science in Health Informatics and Information Management
Florida A&M University
2011

VOLUNTEER

- Intro Days & Women in Tech Panelist
Brainstation
2020 & 2021
- General & County Election Poll Worker
Palm Beach Supervisor of Elections
2016 & 2018
- HIM & Infection Control
Wellington Regional Medical Center
2017