Hamilton Wuzor

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Professional Summary:

- 8+ years of professional experience as a lead designer in various industries such as Banking, Ecommerce, Healthcare and Mortgage
- Strong understanding of design tools such as Photoshop, Illustrator, Sketch, \ Figma, Invision Studio
- Experience in User Research, Usability Testing and A/B Testing
- Proficient in Web design, Cross platform application design, ios native app design
- Experience with the Agile development methodology
- Proven ability to shift gears quickly and have a pragmatic sense of design
- Articulate and skilled communicator, with the proven ability to build and sustain relationships with team members and upper management in order to obtain business goals and objectives

Skills Summary:

- UX/UI; User Experience/User Interface
- Wireframe
- Prototype
- Graphic Design
- Photoshop
- InDesign
- Conversational UX
- Typography
- Microsoft office
- Problem Solving
- Quick Thinking
- Personas
- Site Mapping
- User Journey
- Research
- Sketch
- Figma
- Framer
- Cross Platform Designs
- Animation
- Adobe Creative cloud
- Report Design
- Invision Studio

Professional Experience:

USAA   **September 2022 to Present**
Sr. Product Designer (Remote)

- **Loan Wolves Consumer Lending - Servicing Design**
  1. Worked closely with the team's producer and various product partners to ideate, iterate and implement solutions for all things Consumer Lending Account Summery for desktop and native apps.
  2. Lead the discovery efforts for Past Due Payment, Edit Nickname and
  3. Worked closely with design director and producer on re-skinning vendor design for the MSR agents to better align with brands design standards and guidelines.
  4. Worked with cross functional team to maintain consistency and alignment in design across other teams.

- **The River bears - Servicing Design**
  1. Worked closely with other designers to migrate design from sketch to figma.
  2. Worked with the team's producer and key business partners to make updates on Deposits Account Summery designs.

- **Storefront - Servicing Design**
  1. Worked with business partners to identify gaps in the storefront design.
  2. Worked on visual mode boards to improve the look and feel of the storefront design.
  3. Collaborated with marketing team to implement carousel feature to display promotions and offers.
  4. Mentored and provided feedback to junior designers, fostering a collaborative and growth-oriented team culture.

Herbalife   **December 2021 to 2022 September**
Sr. Product Designer (Remote)

- Research and develop new concepts for Herbalife One.
- Lead the team to develop Herbalife rewards program called HN Rewards from initial concept to working prototype using Framer.
- Collaborated with UX designers, Product owners and developers to implement new features in HN Rewards
- Performed note taking exercise during user testing sessions.
- Performed PI planning sessions, UX retrospectives and team building activities

- Used key matric indicators that help identify opportunities to improve the user journey of the HN rewards program

Citi Bank   **November 2020 to December 2021**
Sr. Product Designer (Remote)

- **Mortgage - Servicing Design**
  1. Worked closely with assistant creative director (ACD) and producer to spearhead discovery and redesign of existing mortgage designs to align with brands design standards and guidelines.
  2. Help to define the vision for Mortgage.com, a learning center where users can learn more about various mortgage products and find valuable resources to help them secure a mortgage for their new home.
  3. Collaborated with stakeholders, engineers, producer, ACD and CD for the redesigned of Surestart Pre Approval, one of Citi's highest visited landing page. The challenges we had to over come was the fear of drop-off rate due to change in design and visual content on the page, recurring users not adapting to the change in design. The result from the A/B test showed a 15% increase in lead generation form the page.

- **Inclusive Design - Research**
  1. Worked closely with key stakeholders and partners to understand why some users still prefer to hide their money underneath the "Pillow".
  2. Conducted user interview with 8 candidate to better understand their trust level for the banking system in the United States.
  3. Worked with the inclusive team to ideate on ways the company can instill trust to a size-able number of unbanked customers.
  4. Worked on design solutions that can best address the problem identified by the unbanked users.

FutureRx   **June 2020 to October 2020**
User Experience Designer

- Conversational design for FutureRx Digital Assistant
- Design conversation onboarding platform
- Articulate concepts and solutions through impactful visualizations, interactive prototyping, and formalized design documentation
- Worked on all the modules of Product for web and mobile platforms.
- Effectively communicate design ideas and concepts to a variety of internal stakeholders
- Designed and implement new features in different modules for AI medical platform and handover pixel perfect assets to the development team
- Design system to embrace design as an integral part of development lifecycle
- Collaborate with Researchers, Product owners, and Development team to identify user needs, explore design solutions and deliver value

- Stay up-to-date with innovative visual design trends
- Present visual design concepts to business owner and gather feedback
- Participate in user research and evaluate user feedback

Nations Lending Reliable (NRL) - Houston, TX   **December 2019 to May 2020**
User Experience Designer

- Design and develop the user flow, wireframe and prototype design for modimortgage.com
- Developed brand style guide for modimortgage.com
- Responsive UI design – wireframes, prototypes and visual mockups
- Discover and design the visual language for the journey of our users
- Work closely with marketing team to develop in-house marketing videos, branch spotlights, and social media content for promotion of mortgage services offered and announcement of inhouse events
- Provide design support to all the NRL branched in the Midwest region
- Conduct design scrums with offshore design team to determine scope of work, discuss pending and stuck items and resolve any design questions or concerns

Local Content Focus (LCF) - Houston, TX   **April 2018 to June 2019**
UI/UX Designer

- Managed work flow independently to meet tight deadlines while collaborating with other designers to create and revamp websites developed for small businesses
- Lead the design team to create wireframes and prototype design for online design platform. Designed and developed personas, user story, journey maps for web and mobile
- Performed A/b test using google optimize and improved conversion rate by an addition of 25%
- Created promotional video for OTC Houston, using stock videos from shutter stock, and generated graphics using illustrator and photoshop
- Worked extensively in redesign of corporate website using HTML5, CSS3, Bootstrap, MySQL, WordPress and Photoshop
- Worked extensively in designing low and high-fidelity wireframe, layout, and prototype of Time Result application for web and mobile platforms

Play TV - Lagos, NG   **October 2015 to February 2017**
UI Product Designer

- Developing relevant user stories, acceptance criteria, content and requirements for the development on on-demand TV platform using sketch, invision studio, photoshoot and Illustrator
- Worked closely with design team to product deliverables such as digital design guidelines, user flow, wireframes and prototypes
- Developed prototype testing sessions to help identify errors in flow, design and content delivery
- Use JavaScript, jQuery, CSS3, HTML5 and explore other cutting-edge technologies to create new features and functionality
- Worked with ReactJS to connect between our API's and our front-end web interfaces
- Partner with UX Researchers / Product Managers to turn wireframes into visual designs.
- Validate design based on research.
- Incorporated changes recommended by the stakeholders into the final design

Pointek - Lagos, NG   **July 2013 to September 2015**
UX/UI Product Designer

- Designed and developed pointekonline.com an online ecommerce platform for mobile phones
- Designed multi-step process that allows users to add and modify products on a single page.
- Designed front facing customer panels to allows users choose various products and process they purchases checkout.
- Conduct live user testing with user to gather vital information on usability and design
- Determined the look and feel and message the design should portray
- Worked extensively on online mobile store platform by developing high fidelity wireframes for web and mobile using sketch and illustrator
- Developed graphics, product illustrations and logo using Photoshop and illustrator for online web store
- Incorporated changes recommended by the stakeholders into the final design

Dr. Flims - Bengaluru, Karnataka   **September 2010 to March 2012**
Graphic Designer/Production Assistant

- Designed posters and fliers for upcoming films and events using photoshoot and illustrator
- Prepared and organized data print production.
- Organized and updated film library.

- Coordinated and kept records/minutes of each meeting, production rehearsal and staff attendance
- Marked assignments, prepared worksheets, corresponded to emails, etc.

Education:
- Bachelor's in Digital Film Making and Animation SAE Media College - Bangalore Urban, Karnataka, 2013
- High school in Commerce and Business studies. St. Xaviers HHS - Goa, Goa, 2010