



**Linda Wilson, UI/UX Designer**

[lindawilson.io](http://lindawilson.io)  
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0433 735 842

## SKILLS

Visual Design  
User Research & Customer Journeys  
Prototyping & Wireframing  
Interaction Design  
HTML & CSS  
Javascript (Learning)  
Graphic & Print Design  
WordPress

## TOOLS

Adobe Suite  
Sketch  
Omnigraffle  
Invision  
Zeplin  
Principle  
Framer  
Figma  
Flinto  
Balsamiq  
Jira, Trello etc

## ACHIEVEMENTS

Participant in the Startup Chile  
Accelerator, 2016  
[startupchile.org](http://startupchile.org)

## EDUCATION

Certificate in Photoimaging,  
RMIT 2011-2012

Certificate in Graphic Design,  
Shillington College 2010

## EXPERIENCE

**ANZ / Contract**  
**Melbourne, May 2019 - Current**  
**Lead UX/UI Designer**

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**Creating the Prototype, Design System and UI Kit for a Home Loan calculator for ANZ's mobile lending team.**

- Design of the UX and UI design of over 60 screens using Sketch and Invision with very tight deadlines
- Finding design solutions for over 25 different internal and external integrations into the product

**OPTUS / Contract**  
**Sydney, Feb 2019 - May 2019**  
**UX/UI Designer**

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**Understanding, designing and implementing a complex systems infrastructure project for technical customers in the Optus Business Portal.**

- Liaise with Product Owners, Developers, Business Analysts to understand requirements and implement
- Design multiple solutions for different features in a large product range (using sketch, Axure, Invision)
- Present and explain design decisions to stakeholders, receive feedback and implement change requests

**Self-employed / Contract**  
**Toronto, Sydney, 2018 - Current**  
**Various Freelance Projects - UX/UI Designer**

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As a freelance UX / UI designer and developer, my roles vary across different industries but almost always included user researching, wireframing, interactive prototyping (Invision, Principle), UI Design (mobile, web and graphic), Frontend HTML and CSS as well as user testing. Full project walkthroughs can be showcased on request.

**Awake Labs, [awakelabs.com](http://awakelabs.com)**  
**Toronto, 2018**  
**Contract 3 months - Product Designer**

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**Awake Labs build software to empower people with intellectual disabilities live more independently.**

- Workshop and brainstorm who Awake Labs are, who they help and how
- Design of logo, brand identity, mobile app, website and print material
- Create Design System and Style Guide for developer and marketing use

**Joinly.co ([startupchile.org](http://startupchile.org))**  
**Santiago, Chile, 2016**  
**Co-founder (UI / UX / Product Design and Marketing)**

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Joinly connects like-minded travellers to meet up with and share experiences around the world.

After being accepted as a female founder to the S-Factory accelerator I embarked on creating an MVP within a 6 month period.

My role included all aspects of branding, research, wireframing, prototyping, user-testing, user-interface design, frontend development and photography.



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## EXPERIENCE

### Self-Employed / Contractor Berlin, 2013-2016 UX/UI Designer & Developer

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**During this period I contracted to many Startups and small agencies in and around Berlin. A selection of the work I did at this time is in my online portfolio.**

- Creation of User Interface designs for mobile, tablet and desktop applications
- Wireframing, Style Guides, Invision Prototypes, Onboarding Designs
- Full project walkthroughs can be showcased on request

### Self-Employed Sydney, 2004-2013 WordPress Designer & Developer

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**During this time I designed and built well over 300+ WordPress websites for small to medium-sized businesses while also maintaining a few passive income side-hustles.**

- Design & Development of all kinds of websites from blogs to online stores to restaurants and cafes.
- Responsible for the purchase, setup and maintenance of domain names, hosting accounts and email.
- Training and support for clients who wish to maintain their own WordPress website once built and launched.

### Universal Magazines Sydney, 2002-2004 Website Administrator

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**Universal Magazines is a niche magazine publishing house.**

- Responsible for the design and build of 7 magazine websites using a CMS called MySource by Squiz.Net
- Managed the Google AdSense campaigns to generate revenue (it was 2002!)
- Created the ability for magazine clients to purchase listings within each website

### ACP Publications, The Australian Women's Weekly, Dolly Magazine Sydney, 1998-2001 Production Assistant, Production Manager

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**ACP is Australia's largest magazine publishing house. I started as an office assistant at the Australian Women's Weekly before being promoted to Production Assistant 3 months later.**

**The sole responsibility of the production department is to ensure each section of the magazine gets to the printer on time.**

- I assisted the Production Manager in tracking pages and sections, working with art departments, editors, writers and sub-editors to ensure the correct sections were worked on at the right time.
- As Production Manager of Dolly Magazine I assumed full responsibility of all production tasks.

Have a lovely day!