

Atiim J. Wiley

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Education

- MBA in Design Strategy ,California College of The Arts, San Francisco, CA
 - BA in Product Design, San Francisco State University, San Francisco, CA
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Technical Skills

Wireframing: Invision, Adobe XD, Axure, Balsamiq, Proto.io, ProtoShare

Design: Sketch, Adobe Photoshop/Illustrator

Other Utilities: Process/Task Flows, Journey Mapping, User Stories, Zeplin, Microsoft Office, Confluence/JIRA

Code: HTML, CSS

Work History

UX Design Contractor, Robert Half Technology , San Diego, CA

August 2018 – Present

- Problem-solving with improved UX solutions
- Produced wireframes and mockups of potential design concepts

Freelance UX/UI Product Designer, San Diego, CA

July 2017 – Present

- Creating UX/UI deliverables that define the user experience across web and mobile devices.
- Researched and prioritized the content hierarchy depending on the target audience and the device type.
- Aggregated user feedback to improve site/app navigation.

Interaction Designer, Dexcom Inc., San Diego, CA

February 2015 – June 2017

- Designed interfaces for handheld medical devices, iOS/Android mobile and wearable platforms.
- Worked with marketing and other stakeholders to define scope of projects and seek organizational alignment
- Presented design options to stakeholders to discuss design intent and tradeoffs.
- Deliverables include wireframes, task flows, work flows, visual design assets, clickable prototypes, and design specifications.

User Experience Designer, Pradhi Inc., San Diego, CA

January 2014 – August 2014

- Produced interaction & visual design concepts for client website and mobile applications.
- Collaborate with product manager and client to define product requirements from business objectives to achieve desired experience and outcome.
- Deliverables include wireframes, workflows, clickable prototypes, and design specifications.

Senior Product Data Analyst, Auto Anything, San Diego, CA

November 2007 - March 2013

- Analyzed consumer data of online shopping experience, and make recommendations for improvements.
- Established data content requirements for product pages.
- Produced for training materials and reference guides for new analysts.
- Provided data research and analysis results for new product opportunities.
- Multi-tasked and prioritized projects according to potential ROI and workload.
- Provided QA of page content and heuristic evaluation.