KWESI PHILLIPS

Senior UX Designer

✉ alkwphillips@gmail.com
🌐 kwesiphillips.com/design
in linkedin.com/in/kwesip
📞 +1 509 270 5410

Senior UX Designer with **over 15 years** of user experience design & front-end development experience, skilled in product development and creating stunning visual assets and digital interfaces. Lead creative direction of products for Fortune 500 companies, including Microsoft and Google.

Experience

Qualtrics — Senior UX Designer
Seattle, WA (November 2020 - Present)

- Designed user-centered software solutions for Qualtrics survey and experience management platform, used by **1M+** users daily, creating **150M+** surveys every month
- Led UX efforts in both change management survey building features and Northstar vision work for the future of surveys and experience management
- Conducted user research to inform design decisions and improve platform functionality and user satisfaction by **15%** for Qualtrics survey building tools.
- Collaborated with cross-functional teams, including product management, engineering, and research, to drive several product design process from concept to launch
- Pioneered UX team processes improvements for implementing AI tools and improving team collaboration and office team building
- Defined UX direction of implementing ethical and user centered AI products in the platform
- Championed DEI hiring and company culture programs

WMI Worldwide — Senior UX/Product Designer
Seattle, WA (January 2017 - November 2020)

- Head cross-disciplinary UX Designer, working in enterprise UX, art & creative direction, branding, UI/visual design
- Built in-house team to design and develop 4 mobile and augmented reality (AR) products for distribution on both iOS and Android
- Develop front-end of both user-facing pages and administrative portals for Microsoft, local companies and non-profits
- Designed and developed enterprise scale applications to increase efficiency of procurement processes by over 90%

Scrumpoint — Senior UX/Product Designer
Seattle, WA (January 2017 - November 2020)

- Developed internal software solutions on web and mobile (iOS, Android) as a Microsoft vendor utilizing Front-end frameworks, Javascript, XAML, and Sharepoint.
- Redesigned the brand identity for our consulting firm, creating a new website, logo design, and branding assets.

Education / Certification

Massachusetts Institute of Technology
Cambridge, MA (2010 - 2014)
BS: Human Computer Interaction / Media Studies

Nielson Norman Group
San Francisco, CA (2016)
User Experience Certification

Skills & Tools

User Experience/Interface Design

User Research & Usability Testing

Generative AI Tools

Systems Design Thinking

Design Team Mentorship & Team Development

Designing for Accessibility & Inclusion

Figma / Sketch / UX Prototyping tools

Visual & Motion Design

Logo Design & Branding

Adobe Creative Suite

Front-end Web/Mobile Development

HTML5/CSS/Javascript

Photography & Videography

3D & Mixed Reality Design