

Skills

- Highly experienced in HTML/CSS, WebFlow, rapid prototyping, and visual design
- 2+ years of visual design experience with Sketch
- Strong knowledge of information architectures and design methodologies
- Practicing knowledge in micro-interaction design
- Experienced in mobile design and front-end development

Awards

Dean's Honours List

Fall 2016, University of Waterloo

Penelope Glasser Memorial Scholarship

Fall 2015, University of Waterloo

President's Scholarship

Fall 2015, University of Waterloo

Education

Candidate for Bachelor of Global Business and Digital Arts

University of Waterloo
(Expected Completion 2019)

Find Wilson



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647-701-2828

Experience

VP, Design

Nspire Innovation Network

Jan 2017 - Present

Toronto, ON

- Currently leading Nspire's organizational-wide digital strategy and in-house product development
- Launched a brand new website for the National Business and Technology conference which resulted in a **10x increase of the event's ticket sales rate**

User Experience Designer

Nspire Innovation Network

Jul 2016 - Dec 2016

Toronto, ON

- Wireframed, mocked up and conducted user testing on multiple web designs for Nspire initiatives including Hack the 6ix and Nteractions, in an Agile team
- Designed multiple webpages for Nspire's initiatives including Nteractions and Hack the 6ix

Founder

Tagger Solutions

Apr 2013 – Dec 2016

Toronto, ON

- Created an entrepreneurial venture in NFC technology and raised over \$18,000 in revenue
- Developed a digital strategy resulting in strong online sales, recognition by YouTubers (most notably Linus Tech Tips) and a strong following in Tagger's products

Web Design Projects

NBTC '17 | <http://nbtc.nspire.org>

Nspire Innovation Network

Jan 2017 – Feb 2017

- Created a responsive design in multiple layouts and transformed mockups into production code
- Designed with layout grids, mobile touch targets and consideration for many common modern web design patterns

External Account Funding | <http://my.login-wealthsimple.com>

Wealthsimple, Hack deCode

Nov 2016

- Created a rapid prototype and demo of an external bank account login mechanism using the Plaid API
- Developed in under three hours (without backend)

UX Lab Landing Page | <http://ux-lab.webflow.io>

uXperience Design Camp 2.0, University of Waterloo

Oct 2016

- Designed and developed a landing page in under 35 minutes

NBTC '17 Landing Page | <http://nbtc.nspire.org/splash>

Nspire Innovation Network

Sept 2016

- Created high-fidelity mockups and built a production website