

EDUCATION

University of Waterloo

Bachelor of Global Business and Digital Arts, Dean's Honours

COMPLETED Apr 2019

PROFILE

Hi, I'm Wilson! I've been a practicing professional designer since 2015. I'm an advocate for humane experiences in both the physical and digital realm. Feel free to ask me about design, computer networking, Teslas or backpacking tips!

Design Tools

Figma	Photoshop
Sketch	After Effects
Principle	Illustrator
Flinto	InVision
ProtoPie	Keyshape
Webflow	HTML/CSS
Framer X	

Abilities

Rapid prototyping, front-end development, mobile + web app design, user experience research, design direction, design system implementation and reverse engineering.

Say Hi! 🙌

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WORK EXPERIENCE



McAfee

Waterloo, ON

Product Designer III, Design Systems

Jan 2020 – Present

Led the development of McAfee's global product design system. Designed and co-architected a framework to output to multiple UI libraries including React.js, CSS and tokens-only components. Refactored and redesigned two major McAfee products with the developed custom design system. Optimized multiple accessibility categories at the atom and molecule level from the design system.



mantle.design

Waterloo, ON

Founder

Jan 2019 – Present

Created a design agency to help clients design and develop world-class websites. Worked with Formlabs, Canadian government organizations and more. Specialized in Webflow and design to development projects.



InFlight

Kitchener, ON

Product Designer

Sep 2018 – Dec 2019

Led the redesign of enterprise eProcurement portals, applicant tracking systems, and HR systems which generated significant revenue and growth with bespoke designs for Cox Enterprises, University of California and City of San Francisco.

UX/UI Design Co-op

Apr 2018 – Aug 2018



University of Waterloo

Stratford, ON

Design Teaching Assistantship

Jan 2017 - Apr 2018

Performed in-class demonstrations and workshops under courses led by Dr. Leah Zhang-Kennedy. Assisted with critiques, grading and administrative tasks.



Tagger Solutions


Toronto, ON

Founder

Apr 2013 - Dec 2016

Created a start-up specialized in NFC/RFID hardware design. Peaked at \$10k monthly sales.


FREELANCE PROJECTS

 **Product Designer**
Formlabs
Boston, MA

The Digital Factory / User Summit 2019
thedigitalfactory.com / summit.formlabs.com

Feb 2019

Built two websites in 10 days after the client had a failed stint with a Boston-area WordPress agency. Rescued two projects and helped to achieve 1500 ticket sales, US\$2 million revenue and 2x conversion increase over last year.


 **Content Designer**
Brand.ai (InVision DSM)
New York, NY

Brand.ai Onboarding

May 2017 - Aug 2017

Helped to identify and solve the misconception that Brand.ai was only a style guide. Created videos to lead users to understand the value of the Brand.ai design system platform.

RECOMMENDATIONS

 **Stefan Regehr**
Design Lead
InFlight

Stefan managed
Wilson.

Wilson started with us as a co-op student on our design team and immediately made a strong impact. He has particularly excelled at creating mockups and prototypes to support our sales and marketing teams and helping win new client deals. Wilson has a strong command of modern design tools such as Webflow, Sketch, Figma, InVision, Framer, Principle and others. He would be an asset to any organization that is looking for a talented designer, with years of Product Design experience despite his young age, and a great work ethic and a drive to constantly improve himself and the team.

 **Aashman Goghari**
Product Designer
Formlabs

Aashman was
Wilson's client.

We needed an impossibly quick turnaround after our previous contract developers fell through at the last minute, and Wilson really came through! Wilson has a keen sense for both web design and development, and is good at identifying potential pain points in the design to dev workflow from the outset. This attention to detail and foresight ensured a quick and painless turnaround, and his input also helped us make live design updates that pushed the design further as it was being developed. I found his commitment and work ethic highly admirable, especially given that he was still a full-time student when he took on [The Digital Factory]. I strongly recommend Wilson, and think he would make a great addition to any design team!