

Erica P. Wilson

User Experience Designer with 4+ years of experience crafting intuitive digital products. Skilled in user research, wireframing, and cross-functional collaboration. Passionate about creating inclusive, data-informed design solutions that improve everyday interactions

EXPERIENCE

Hermex Travels | Nigeria (Remote) | – UX/UI Design Lead

Dec 2024 – Present

- Directed UX initiatives and led cross-department collaboration.
- Managed a team of designers, ensuring cohesive product experiences.
- Recruited top design talent and coached team members.

EPW Design Studio | Seattle, WA (Remote) | – UX/UI Designer

Aug 2021 – Present

- Founded a design studio delivering mobile-first solutions for local clients.
- Led full-cycle app development from research to deployment.
- Engaged directly with communities to tailor designs for local impact.

Lillup | Seattle, WA (Remote) | – UX/UI & Branding Designer

Jul 2024 – Apr 2025

- Oversaw the UX process, led research, and mentored a team of 6-10 designers.
- Created scalable design systems and introduced SVG animations.
- Contributed to stakeholder alignment and team workflows.

PROJECTS

Herssa — AI Travel Companion

[Herssa on the App Store](#), [Herssa on Google Play Store](#)

AI based flight and hotel bookings.

- Set up user research and met with stake holders
- Held meetings between developers and UX teams for deeper understanding on goals of application
- Tracked changes between iterations

Hermex Travels-Website and App (Android and iOS)

Web: www.hermextravels.com , App: [Hermex Travels](#)

Focused on efficient flights and hotel booking.

- Mapped out both interfaces that were made by previous designers
- Set up user flows followed by app flows for a deeper dive into missing areas
- Set up user testing
- Collaborated with developers for front end and backend areas of web app and application set up.

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SKILLS

UX/UI Design

Wireframing, Prototyping,

Information Architecture, Design Systems & Style Guides,

Visual Design Principles (layout, typography, color theory),

Usability Testing (remote & in-person),

Heuristic Evaluation, Persona Development,

Journey Mapping / Empathy Mapping, A/B Testing, HTML / CSS basics, SaaS, B2B & B2C

Tools

Figma, Webflow, SVGator, Adobe XD, Miro, FigJam, Argile systems, Loop 11, Invision, Carrd.io

LANGUAGES

English (Native), Spanish (Native)

EDUCATION

Maryland Institute College of Art

Master of Professional Studies in UX Design | January 2025

Springboard Certification

UX/UI Design | Jan 2020 – Jul 2021

California State University, San Bernardino

M.A. in Social Sciences and Globalization

B.A. in Anthropology, Cultural Studies

