

# BRENT WILCOX

## UI/UX DESIGNER | CREATIVE DESIGN EXPERT

BCW.DIGITALDESIGN@GMAIL.COM

BRENTCWILCOX.COM

LINKEDIN.COM/IN/BRENT-WILCOX-DESIGNER

Creative professional specializing in UI/UX and product design, combining user research, strategic problem-solving, and collaborative teamwork to develop impactful solutions.

## SKILLS

**User Experience & Design:** UX/UI design, interaction design, graphic design, wireframing, prototyping, user flows, user-centered design, backlog management, product analysis, and copywriting.

**Technical:** Expertise in Figma, Adobe XD, Photoshop, HTML, CSS, SASS, Angular Layout, GitHub, and InDesign.

**Certifications:** Certified ScrumMaster (August 2023).

## PROFESSIONAL EXPERIENCE

### Robbins-Gioia

UI UX Designer & Consultant | August 2022 – April 2025

- Directed UX design projects from initial concept to final execution, ensuring the delivery of intuitive and seamless user experiences across various digital products.
- Conducted in-depth user research at AF Air Logistics Complex (ALC) facilities, gathering critical insights to drive data-informed design decisions that improved usability and accessibility.
- Created wireframes, prototypes, and high-fidelity UI designs using Figma, enhancing collaboration between cross-functional teams and stakeholders.
- Worked closely with product managers, developers, and business stakeholders to align UX strategies with business objectives and technical feasibility.
- Established a scalable Figma design system library, standardizing UI components and ensuring consistency across products while mentoring designers on best practices.

### High-Potential Program – Leadership Training, Summer 2024

- Hand-selected by executive leadership to participate in an exclusive six-person program focused on government contracting and business development strategy.
- Conducted extensive research on AI-driven product enhancements and presented findings to executive leadership, influencing future product roadmaps.

### Rural Sourcing (now SPARQ)

UI UX Designer & Senior Consultant | July 2021 – August 2022

#### CONSULTING CLIENTS

**Caris Life Sciences**—a leading AI TechBio company focused on revolutionizing cancer treatment healthcare.

**Variant Trucking**—a driver-focused trucking company improving the lives of truck drivers through technology.

**Engineering Unleashed**—a collaboration of universities and educators teaching an entrepreneurial mindset in engineering students.

- Collaborated on comprehensive client discovery sessions and user research initiatives to gather qualitative and quantitative insights which improved UX/UI design strategies.
- Designed detailed user journeys, wireframes, and interactive prototypes to visualize key workflows and enhance usability across multiple applications.
- Conducted iterative design reviews, usability testing, and user feedback sessions, refining designs based on real-world user interactions.
- Developed HTML and CSS prototypes to aid in developer handoff and ensure designs were responsive.
- Provided UX leadership and mentorship, offering guidance to junior designers on best practices, tools, and design methodologies.

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### Ingram Content Group (via contractor Odyssy)

Project Manager & User Experience Designer | September 2016 – November 2021

- Acted as the primary liaison between a four-person development team and client stakeholders, improving communication and alignment on project goals.
- Defined product vision and created a strategic roadmap based on user feedback, business objectives, and competitive analysis.
- Streamlined development by managing and maintaining a Trello backlog, creating detailed task descriptions, technical specifications, and visual references.
- Led design sprints, conducting collaborative UI/UX reviews with stakeholders and developers to refine user experiences.
- Crafted high-fidelity mockups and interactive prototypes using Adobe XD, ensuring seamless user interactions.
- Optimized HTML and CSS structures, improving product consistency and performance across different devices and screen sizes.
- Performed testing and responsive layout validation, identifying and resolving UX/UI inconsistencies.
- Contributed to long-term product iteration planning, proposing innovative design solutions and feature enhancements.

### BackStory Communications and Design

Freelance UI Product Designer | Print & Digital Designer | January 2007 – October 2016

- Designed a wide range of marketing materials, including brochures, websites, and book interiors for academic institutions, publishers, and non-profits.
- Developed and maintained websites and digital marketing materials for a non-profit theatre academy, ensuring brand consistency and user engagement.
- Created responsive web pages, HTML email campaigns, and ePub formats using HTML and CSS, improving digital content accessibility.
- Led product design meetings and collaborated with clients to develop mobile app solutions, providing UI/UX expertise and strategic guidance.

### Perseus Books Group

Senior Designer | October 1999 – October 2014

- Designed over 450 book interiors and eBooks, establishing a print and digital template library that streamlined production workflows.
- Developed HTML and CSS templates to optimize digital publishing, ensuring content consistency across ePub and print platforms.
- Managed project schedules and design timelines, overseeing multiple concurrent projects while mentoring junior designers on best practices.
- Authored standard operating procedures (SOPs) for design and production teams, improving operational efficiency and consistency in output.

## EDUCATION

Bachelor of Arts – Advertising Design & Copywriting, Oklahoma Christian University, 1998