

DORLORIAN DICKSON

Senior User Experience (UX) Designer

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PROFESSIONAL EXPERIENCE

Wayfair, Boston, MA (Remote) Sept 2020 – Present

Senior Product Designer – App (Jan 2022 – Present)

- Spearheading App-focused research, ideation, refinements, and documentation for multiple customer-facing experiences.
- Leading all project-oriented meetings to align 15 stakeholders on goals and expectations on upcoming experience upgrades.
- Developing and presenting multiple user-test findings to a large group of stakeholders, driving a new experience that directly brings 25% more products to the user.
- Mentoring two incoming designers from other teams to help acclimate to the Wayfair community and culture.

Product Designer - Desktop & Mobile (Sept 2020 – Jan 2022)

- Redesigned the Recently Viewed page, increasing Add to Cart Rate by 13% over six months.
- Coordinated processes and meetings with the Marketing team to revamp the sales experience on high-engaging holidays, resulting in a 3% increase in our A/B Test.

POCStock, Newark, NJ (Remote) Jan 2022 – Aug 2022

Senior UX Designer (Contract)

- Oversaw UX work on 2 front-end projects, communicating directly with CEO on designs and implementation.
- Perform competitive research to define the visual direction of the market.
- Created user-centered designs from front-end customer-facing pages to backend employee portal pages, creating a more efficient way for employees to track user engagement and assets.

XDS, Ambler, PA June 2020 – Sept 2020

UX Designer

- Collaborated with cross-functional teams to create user-centric pharmaceutical brand experiences.
- Designed effective marketing and email templates for big pharma brands, increasing inquiries.
- Supported PM on client timeline and asset handoff expectations.

Local Wisdom, Lambertville, NJ July 2019 – March 2020

UX Designer & Developer

- Created wireframes, mockups, and prototypes, in Sketch, Photoshop, XD, or using HTML, CSS & JavaScript.
- Managed end-to-end design process for Johnson & Johnson, from research to a beautiful UI re-design of their current employee dashboard.
- Improved end-to-end customer-facing kiosks experience for Dr. Scholl's that captures users' data points, helping catapult the new marketing initiative, increasing user engagement by 25% and second purchases by 10%.
- Developed intranet sites using Microsoft SharePoint and daily site curations, including but not limited to HTML and CSS updates and blog updates.

EDUCATION

New York Code & Design Academy, Philadelphia, PA Jun 2018

Certificate of Completion; Web Development and User Experience Design

Burlington County Community College, Pemberton, NJ May 2012

Associates of Fine Art; Major in Graphic Design

SKILLS

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|--------------------------|----------------|---------------|----------------------|
| • User Experience Design | • User Testing | • Flinto | • PHP |
| • User Journeys | • Figma | • HTML & CSS5 | • Product Management |
| | • Sketch | • JavaScript | • Data Visualization |