**Valentina Wickham**

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<https://valwickham.github.io/VW-Portfolio-Site-/index.html>

# Summary

Experienced and dynamic UX/UI Product Designer with a proven track record of 4 years in spearheading digital advancements. Demonstrated expertise includes leading transformative projects for governmental entities, focusing on optimizing workflow efficiency and Section 508 compliance. Proficient in fostering cross-functional collaboration, defining Minimum Viable Products (MVPs), and ensuring design alignment with organizational goals. Skilled in conducting user research, crafting wireframes, and developing prototypes, leading to the creation of data-driven, user-centric solutions. Acknowledged for establishing brand standards and delivering compelling presentations. Recognized for adaptability in high-pressure environments, promoting teamwork, and consistently meeting demanding timelines.

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# Work Experience

**UX/UI Product Designer II**

**GovCIO™, Washington D.C.**

**January 1, 2024 – Present (Full-time)**

• Leading UX/UI design on PowerApps Web Application projects and PowerBI Reports/Dashboards designs.

• Drafting and publishing Reports and Issue Papers advocating for web application improvements to Product Owners and Senior Executives.

• Creating and maintaining UI Style Guides (e.g., color, layout, typography, icons) for all PowerBI Dashboards and Reports and PowerApps Web Applications, to ensure prompt development and to keep brand standards.

**UX/UI Product Designer I**

**GovCIO™, Washington D.C.**

**August 17, 2022 – January 1, 2024 (Full-time)**

• Sole UX/UI designer for critical web application projects aimed at optimizing workflow for Department of Veterans Affairs' Service Organizations, ensuring compliance with Section 508 and Web Content Accessibility Guidelines.

• Collaborated cross-functionally with stakeholders, product owners, and developers to gather requirements, define Minimum Viable Products (MVPs) and drive UX strategy.

• Established and drove the UX vision and strategy across digital platforms, aligning design initiatives with organizational goals.

• Conducted comprehensive user research and analysis to inform design solutions that cater to both business and user needs.

• Developed user flows, personas, journey maps, wireframes, prototypes, and visual designs to guide the design process and facilitate stakeholder communication.

• Ensured accurate implementation of designs by working closely with development teams and adhering to accessibility standards.

• Conducted rigorous usability testing to refine design solutions and enhance user-centricity.

• Utilized data-driven insights to iteratively improve design solutions and drive continuous optimization.

• Created tailored user interfaces, style guides, and icons to enhance application usability and brand consistency.

• Contributed to the design process for VA's Service Organizations' Dashboards and Reports on Microsoft PowerBI.

• Developed presentations and visualizations to showcase organizational workflows, leveraging tools like Microsoft PowerPoint and Adobe XD.

• Established brand standards encompassing accessibility principles and federal communication guidelines.

**UX/UI Product Designer**

**Freelance, Temecula, California**

**January 10, 2020 – August 17, 2022 (Full-time)**

• Led design efforts for various projects including a Social Networking App, and a Video Game Digital Distribution Service and Storefront App.

• Designed a new feature for HyprAUDIO© enabling users to highlight and share soundtracks' sections, fostering collaboration.

• Enhanced accessibility and user experience of the U.S. Department of Veterans Affairs' Website through user surveys, wireframing, prototyping, and user testing.

• Developed a Vocabulary App for iOS and Android through competitive analysis, user research, wireframing, prototyping, and usability testing.

• Demonstrated coding proficiency by developing a personal Portfolio Website to showcase projects.

# Other Work Experience

# • Graphic Designer (Volunteer), Holistic Kids Foundation, Temecula, California May 2022 - June 2022

# • Product Designer, WicksCreation, Temecula, California February 2022 - August 2022

# Professional Certifications and Education

• **Certified Business Architect,** PegaSystem (2024)

• **UX/UI Designer Certification,** Uxcel (2023)

• **Section 508 Certifications,** Department of Veterans Affairs(2022)

• **UX Design Certification and Frontend Development for Design Specialization,** CareerFoundry (2020)

• **Computer Hardware & Software, Network and Security Certification,** Computer Coach, Tampa, Florida (2018-2019)

• **Bachelor of Science in Kinesiology,** University of Texas at San Antonio

* GPA: 3.71 Cum Laude; Major in Kinesiology GPA: 3.80
* Dean’s List: 2014, 2015
* President’s List: Fall 2016, Spring 2017

• **Bachelor of Science in Veterinary Medicine,** Università degli Studi di Milano, Milan, Italy

# Skills

User Experience Design (UED) | User Experience (UX) | Information Architecture | Wireframing | Design Prototypes | Usability Testing | Critical Thinking | User Research | User Personas Creation | User Surveys | User Interviews | Design for Development | Presentation Design | Competitive Analysis | User Journey Map and Flow | Sitemaps | Storyboards | Flowcharts |

# Technical Skills

Adobe XD | Invision | HTML | CSS | JavaScript | Figma | Balsamiq | Marvel App | Sketch App | Usability Hub | Atom | Adobe Creative Cloud Apps | Adobe Creative Suite

# Other Skills

• Contributed to product roadmaps and development plans.

• Ability to prioritize tasks and coordinate with cross-functional teams.

• Proven record of leading customer-facing design strategy initiatives, including gathering feedback.

• Provided guidance to stakeholders on design solutions, content creation, and development strategies.

• Proficient in market research and requirements gathering for application design.

• Attention to detail, and ability to translate user needs into design solutions.

• Strong oral communication and collaboration skills.

• Detail-oriented with strong problem-solving and analytical skills.

• Ability to work in a fast-paced environment and meet tight deadlines.

• Experience with agile Scrum Teams, methodology and tools.

• Experience with creating and managing issues on Jira, document the work being planned and done for each project.

• Self Starter.

• Flexible.