LEVI ROAN WYLDER

Product Designer

leviwylder.com
hello@leviwylder.com
LinkedIn: in/leviwylder

EXPERIENCE

Medely

September 2024 - Present

Senior Product Designer

CA, Remote

- Lead UX/UI design across desktop and mobile for Medely's healthcare workforce platform, supporting both medical facilities and professionals.
- Designed and launched new products to help large facilities scale with self-service tools, improving operational efficiency and care quality.
- Pushed design standards and evolved the design system to ensure consistency, accessibility, and scalability.
- Collaborate closely with product managers and engineers to deliver intuitive, high-impact solutions in a fast-paced environment.

LinkedIn

April 2024 - September 2024

Senior Product Designer (Contract)

CA, Remote

- Designed end-to-end UX for LinkedIn's Services Marketplace, supporting small businesses and independent contractors in promoting their services and connecting with clients.
- Improved client-provider workflows, increasing funnel completion by 25% and helping surpass quarterly growth targets by 6x.
- Led design initiatives to reduce friction and boost awareness across the platform, driving $72M in annual revenue growth.
- Collaborated cross-functionally with PMs, engineers, and researchers to deliver user-centered, data-informed solutions.

Mindbody

July 2021 - September 2023

Lead Product Designer

CA, Remote

- Led end-to-end redesign of core legacy platform experiences, driving enhanced user engagement and satisfaction.
- Established comprehensive UI/UX guidelines, streamlined design processes, to boost efficiency and cross-functional collaboration, improving project delivery.
- Influenced the platform's visual language and foundational elements, ensuring consistent and impactful user interfaces, through a coordinating design system.
- Mentored and coached designers and other team members, fostering growth, innovation, and design excellence.

Shootsta

July 2020- July 2021

Lead Product Designer

Sydney, Australia

- Established and implemented effective design processes and structure, optimizing team performance and output.
- Oversaw and contributed to end-to-end design and execution of new products and features for external and internal users.
- Collaborated with cross-functional teams, championing and educating the importance of design thinking across the organization.
- Actively engaged with stakeholders, product, and engineering teams, driving daily project coordination and alignment.

Lendi

September 2019 - June 2020

Senior Product Designer

Sydney, Australia

- Elevated user experience and visual design for both diverse customer and worker web applications to ensure holistic and scalable design solutions.
- Led the creation and implementation of an intuitive design system with comprehensive guidelines, enhancing cohesion and efficiencies.
- Crafted persona and journey maps to enhance user understanding and inform design strategies.
- Nurtured and guided junior designers, fostering skill growth and collaborative excellence.

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EXPERIENCE

Wipro Limited

Senior Design Consultant

April 2017 - September 2019

Sydney, Australia

- Produced conceptual and final production designs aligned with project briefs and client requirements, leveraging the Salesforce platform.
- Provided leadership within cross-functional teams and collaborated closely with client-side creatives to establish cohesive project direction.
- Contributed to strategic brainstorming, concept ideation, and the development of creative briefs.
- Coordinated seamlessly with marketing teams to deliver a unified and compelling brand experience following company guidelines.

Trove

Lead Product Designer

August 2016 - April 2017

San Francisco, CA

- Spearheaded design initiatives for user experience touch points and UI visuals across diverse platforms.
- Employed systems thinking and architecture expertise to enhance e-commerce and logistical warehouse operative systems.
- Collaborated seamlessly with external brand teams, ensuring seamless integration within existing platforms and ecosystems.
- Guided creative direction for product photography and while establishing high standards to maintain consistency.
- Devised operational flows that significantly optimized efficiency within the warehouse and management of hard goods.

Motiv

Lead Product Designer

April 2014 - August 2016

San Francisco, CA

- Led mobile design initiatives, shaping the user experience and visual aesthetics.
- Collaborated in establishing brand identity and experience to cultivate a cohesive brand presence.
- Orchestrated continuous user interviews and testing, while driving iterative improvements based on user feedback.
- Partnered with marketing to enhance packaging design and key user touch points for a cohesive end-to-end user experience.

EDUCATION

California College Of The Arts

BFA Interaction Design

2012 - 2015

San Francisco, CA

Art Institute Of Boston

Foundational Studies

2001

Boston, MA

EXPERTISE

Design

UX/UI Design
Strategy & Go To Market Planning
Wireframing & Prototyping
User Research & Testing
Information Architecture
A/B Testing
Design Systems
Design Handoff

Tools

Figma
Sketch
InVision
Miro
Jira

Languages

English