

# MARY FRANCES WILEY

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## PRACTICE AREAS

User Experience Design  
Human-centered design  
Universal Design  
Accessibility  
User Research  
Information Architecture

## METHODOLOGIES

Wireframing & Prototyping  
User Interviews  
Heuristic Evaluation  
Accessibility Evaluation  
Empathy Mapping  
User Journey Mapping  
Task Analysis  
User Testing  
Card Sorting

## SOFTWARE / TECHNICAL

Sketch            HTML/CSS  
InVision        Framer  
Adobe XD       WordPress  
Photoshop      Drupal  
Illustrator      SiteCore  
Axure

## LANGUAGES

**English** - Native  
**French** - Fluent  
**German** - Conversational

## EDUCATION

**Certificate in Advanced Design**  
May 2010 | College of DuPage

**Diplôme Français des Affaires,  
Tièrè degréè (avec Mention Très  
Bien)**  
Chambre de Commerce et de  
l'Industrie de Paris

**Bachelor of Arts in French &  
International Marketing**  
May 2007 | University of Illinois  
at Urbana-Champaign

October 2016  
- Present

## USER EXPERIENCE ARCHITECT Ogilvy USA

Produce UX documentation such as personas, empathy maps, user journeys, wireframes, wireflows and interactive prototypes. Develop a UX process and implement accessibility standards for global CPG and B2B brands. Lead client workshops and create campaign-wide experience architecture across all media channels and owned properties. Create a user-first strategy for global CPG brands' e-commerce initiatives. Produced award-winning experiences with honors at the One Show, Cannes Lions and Clios.

November 2011  
- August 2016

## WEB DESIGNER Orbit Media Studios, Inc.

Conceptualized, wireframed and designed responsive websites to meet business objectives for clients in a variety of industries. Designed interfaces utilizing responsive frameworks and a variety of open-source and proprietary content management systems such as WordPress, Drupal and NetSuite.

June 2010  
- November 2011

## CREATIVE MANAGER Illini Media Company

Coordinated and mentored student staff while ensuring quality designs were delivered for daily and weekly publications in print and online for advertising clients. Led an interdisciplinary team as the creative director and project manager through the redesign of 5 media websites..

June 2009  
- November 2011

## OWNER Purple Crayon Web Studio

Led small and independent businesses through the design and development of small-scale WordPress & Drupal websites.

December 2007-  
May 2009

## FREELANCE WEB DESIGNER/DEVELOPER

Designed and built websites and HTML/Flash banner ads for a variety of small business clients as a freelancer for small design agencies.