

MARY FRAN WILEY

Innovative Experience Design Leader & Accessibility Expert

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PRACTICE AREAS

Human-centered design
Service Design
Customer Experience (CX)
Universal Design & Accessibility
User Research
Information Architecture
Conversational UI
AR/XR/MR

DESIGN SKILLS

Journey Maps	Usability Testing
User Flows	Prototyping
Wireframing	Agile
Service Blueprints	Lean UX
Workshop Planning & Facilitation	StrUX & CrUX pairing

SOFTWARE/TECHNICAL

Figma	Photoshop
Adobe XD	Illustrator
Sketch	Miro
InVision	Bluescape
Axure	HTML/CSS

LANGUAGES

English - Native
French - Advanced (C2)
German - Beginner (A2)

EDUCATION & CERTIFICATIONS

Mastering Customer Experience
May 2022 | Forrester

Facebook Certified Creative Strategy Professional
December 2020 | Facebook

Certificate in Advanced Design
May 2010 | College of DuPage

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

Diplôme Français des Affaires, 1ière degré (avec Mention Très Bien)
January 2007 | Centre de langue française de la CCI Paris Ile-de-France

Aug. 2021 -
Jun. 2023

ASSOCIATE DIRECTOR, XD VMLY&R

Client: Ford

- Partnered with cross-functional senior clients to deliver innovative CX (digital & service) experiences
- Cultivated team skills and unity through initiatives such as standing open hours and collaborative learning experiences
- Planned & facilitated successful in-person, remote and hybrid workshops with senior client stakeholders
- Developed and templetized deliverables and processes that scaled to multiple teams
- Championed the adoption of accessibility practices into the CX process

Apr. 2019 -
Aug. 2021

ASSOCIATE DIRECTOR, UX FCB Chicago

Clients: Cox Communications, HP, Glad, Discover

- Led UX on a cross-functional team for an enterprise telecom client
- Collaborated with creative leads on innovating engaging multi-platform digital brand experiences
- Mentored junior team members and managed day-to-day team

Sep. 2016 -
Mar. 2019

ART DIRECTOR, UX Ogilvy Chicago

Clients: Modelo, SC Johnson, Kimberly Clarke, CDW, Grainger, Chicago Sun-Times

- Developed a UX process and implemented accessibility standards for global CPG and B2B brands
- Produced award-winning experiences with honors at the One Show, Cannes Lions and Clios

Nov. 2011 -
Aug. 2016

UX/UI DESIGNER Orbit Media Studios, Inc.

Clients: Terlato Wines, Wunderland Staffing

Conceptualized, wireframed and designed (UX & UI) responsive websites to meet business objectives for clients in a variety of industries.

Jun. 2010 -
Nov. 2011

CREATIVE MANAGER Illini Media Company

Coordinated and mentored student staff. Led an interdisciplinary team as the creative director and project manager through the redesign of 5 media websites.

Dec. 2007 -
Jun 2010

FREELANCE WEB DESIGNER

Designed and developed websites for small businesses. Operated as Purple Crayon Web Studio when partnering with other service providers.