

Dakota Wooden

User Experience Designer

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EXPERIENCE

UX Designer / Architect II

S&P Global, Remote
December 2022 – Present

- Leading the integration of cross-ownership data into Capital Access, enhancing functionality with actionable insights for Investor Relations professionals.
- Directed integrations of Capital Insight and Capital IQ Pro into Capital Access, unifying the ecosystem and replacing SSO functionality while ensuring alignment across teams.
- Delivered customizable targeting, enabling users to personalize investor tiers and improve engagement.
- Drove the Expansion & Enhancement (E&E) Project, integrating high-value datasets to differentiate Capital Access, increase revenue, and strengthen its market position.

UX/UI Designer

Kmotion Design, Inc. , Remote
September 2021 – December 2022

- Led multiple projects from inception to launch, ensuring timely delivery and adherence to budget constraints.
- Conducted client consultations to identify needs and pain points, resulting in tailored design solutions.
- Led user research including wireframes, user flows, personas, journey maps, and sitemaps to inform design decisions.
- Conducted usability testing to refine designs and optimize the overall user experience.

UX Designer

Vista, Co. , Remote / Goleta, CA
September 2020 – September 2021

- Led the design of Vista Co.'s mobile app, conducting user research through 20+ interviews and creating prototypes and wireframes.
- Collaborated with the art director to establish a style guide and ensure the app's alignment with business goals, which informed future web design.

Digital Designer

DLW (Self Employed Freelance)
January 2014 – September 2020

- Conducted UX audits and reviews for client websites and digital products, providing actionable recommendations to improve usability, accessibility, and overall user experience.
- Delivered a wide range of digital assets, including YouTube channel backgrounds for partnered companies, as well as custom-designed flyers, desktop wallpapers, and posters tailored to client needs.

EDUCATION

Media Design, AA

Santa Barbara City College,
Santa Barbara California

UX Design, Certificate

CareerFoundry, Berlin / Remote
Immersive Program

SKILLS

Design

User Experience Design (UX)
User Interface Design (UI)
Visual Design
Product Design
Wireframing
Prototyping
User Flows & Work Flows
Information Architecture

Research

Competitive Analysis
Generative & Evaluative Research
Usability Testing
Preference Testing
Affinity Mapping

Other

QA (Quality Assurance)
Effective Communication
Problem Solving
People Management
Critical Thinking
Team Collaboration

Tools

Figma
Adobe Creative Suite
(Adobe Xd, Photoshop, Premiere Pro, Illustrator)
Miro
Confluence
Jira
Pendo
Dovetail