Dakota Wooden

Product Designer

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EXPERIENCE

Product Designer
S&P Global

Dec 2022 - Present, Remote

Designed and contributed to multiple enterprise applications for Investor Relations, transforming complex financial analytics and data visualizations into clear, actionable insights.

Designed foundational workflows for account access, impersonation, language localization, and feature permissions.

Design for the IR Bundle Initiative, integrating Capital IQ Pro, Capital Insight, and Capital Access into a unified workflow, contributing to a program credited with new opportunities.

Currently leading the "Design Forward AI Initiative," shaping how AI augments workflows to uncover insights and accelerate decision-making for enterprise users.

UX/UI Designer
Kmotion Design, Inc.

Se, 2021 - Sep 2022, Remote

Redesigned Tiicker's fintech platform (app + web dashboard), supporting growth with 971% more perks claimed, 119% more users, and 140% more connected holdings.

Led the design of a Quote/Project Builder for Vollrath, a sales enablement tool, eliminating the need for auto-quote subscriptions and leading to projected savings of $84,000 annually ($21,000 per quarter).

Led UX/UI design for various platforms, focusing on user experience improvements, interaction design, and usability testing.

UX Designer
Vista Co.

Sep 2020 - Sep 2021, Goleta

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)

Jan 2014 - Sep 2020, Remote

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, CA

UX/UI Design Certificate
Career Foundry
Berlin, Germany

HARD SKILLS

User Experience Design
User Interface Design
Wireframing (low - high)
Prototyping
User Flows
Information Architecture
Competitive Analysis
Generative & Evaluative Research
Usability Testing
Preference Testing
Affinity Mapping
QA (Quality Assurance)

SOFT SKILLS

Effective Communication
Problem Solving
People Management
Critical Thinking
Team Collaboration

TOOLS

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