

# Dakota Wooden

## Product Designer

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[dakotawooden.com](http://dakotawooden.com)

### EXPERIENCE

#### Product Designer

##### S&P Global

Dec 2022 - Present, Remote

Lead the design of AI-powered experiences and intelligent workflows that help users complete complex tasks more efficiently.

Design and contribute to enterprise products that transform complex data, analytics, and business processes into clear, intuitive user experiences.

Create scalable workflows for account management, access controls, localization, permissions, and other foundational platform capabilities.

Lead cross-product initiatives that connect previously separate tools and workflows into more cohesive, streamlined experiences.

#### UX/UI Designer

##### Kmotion Design, Inc.

Sep 2021 - Dec 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.

#### 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