

# TIAXWIGHAM

✉ [tiaxwigham@gmail.com](mailto:tiaxwigham@gmail.com)

☎ 352-212-6489

🌐 [linkedin.com/in/tiaxwigham](https://www.linkedin.com/in/tiaxwigham)

🌐 [tiaxwigham.com](http://tiaxwigham.com)

## EXPERIENCE DESIGNER

### ★ SUMMARY

- A rare breed of creative with design expertise and business savvy
- Believes design thinking is essential to unlocking creativity
- A passion for analyzing problems, simplifying and developing insights to create innovative solutions
- More than 15 years experience in visual design and 5 years in all areas of the UX/UI space

### 📁 EXPERIENCE

#### Marketing Manager, Creative Services | One Call (2016 - current)

- Manages a small team that supports all visual design efforts company-wide
- Collaborates with product team members to define and implement innovative solutions for the product direction, visuals, and experience
- Headed build, deployment, and training for department project management tool
- Managed discovery phase of corporate deliverable refresh with UX research methods and design thinking: contextual inquiries, survey, photo diary, personas, ideation, wireframes, prototyping, user testing
- Coordinated company website refresh. Collected requirements, stakeholder feedback and coordinated site map, wireframes, information architecture, assets. Worked with developer on build and QA

#### Freelance Design, Marketing & Event Specialist (2001 - current)

- Consults on all aspects of design and marketing with companies in the motorsport, cycling, and security training industries
- Incorporates UX methods into design process: interviews, surveys, personas, wireframes, mockups, usability testing
- Redesigned and managed websites and social media networks
- Clients: ProTriFit - Certified Bike Fitting & Triathlon Gear, European Motorsport Park & Rally School, The Securus Group, ISA International Security Academy, and Tactical All Terrain

#### Sales & Marketing Manager | Power Auto Corp. (2014 - 2015)

- Remotely managed sales and marketing for the parent company of motorsports resort, driving club, and tactical training center
- Managed development and execution of identity packages, collateral, clothing, and promotional items
- Designed vehicle wraps for rally team fleet including rally cars, truck and trailer
- Pitched local businesses, community, city and county officials on opportunities with the facility

#### Art Director | Pontoon Solutions, Inc. *The Adecco Group* (2012 - 2014)

- Supported Marketing VP on startup department development and creative process
- Designed and coordinated a cost-saving internal online storefront with external development team to manage custom sales collateral
- Created package prototype and partnered with local printer to coordinate fulfillment and shipping of branded launch kits to 500 colleagues globally

#### Creative Services Manager | Shands Jacksonville (2010 - 2012)

#### Marketing & Graphic Specialist | Winn-Dixie Stores, Inc. (2005 - 2010)

### ✂ TOOLS

Adobe Creative Suite  
UXPin  
Sketch  
InVision  
HTML/CSS  
Wrike

### 🧠 SKILLS

UX Certified  
IDEO Design Thinking  
Lean Six Sigma  
Certified Design Sprint Facilitator  
User-Centered Design  
User Interviews + Surveys  
Contextual Inquiries  
Personas + User Stories  
Journey Mapping + User Flows  
Sitemaps + Wireframes  
Rapid Prototyping  
Usability Testing  
UI + Visual Design  
Branding + Campaigns  
Project Management  
Client + Agency Management  
Print Production  
Event Planning

### 🎓 EDUCATION

#### UX Certified (2019)

Nielsen Norman Group, Washington, D.C.  
*Specialty in Research*

#### Lean Six Sigma Yellow Belt (2019)

One Call

#### Certificate in Design Thinking (2018)

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#### BFA, Graphic Design (2004)

International Academy of Design  
and Technology, Tampa, FL  
*Summa Cum Laude*