Mary G. Wilson

UX/UI Designer · **8 years of experience**

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Selected experience

UX Designer & Researcher

Kunsthøgskolen i Oslo ↗

07/2026 – Present · Retainer · Oslo, Norway · khio.no ↗

- Ran **discovery** with design faculty to define the product and design needs for their research website
- Chose **Readymag** as the technical kit so the researchers can publish and update on their own after my engagement
- Built the **design system**, mockups, presentation kits, and a how-to guide, and set up the CMS foundation for the team to build from

Creative Direction, Lead UX Design

KOGL ↗

01/2026 – 04/2026 · Contract · Oslo, Norway · kogl.no ↗

- Owned the design **end to end, from ideation to launch**, starting with competitive analysis to define product and business needs for a Norway-based furniture studio
- **Led mobile-first UX and UI**, from sitemap and **wireframes** through to **hi-fi prototypes**, for a B2C site showcasing the studio and its work
- Delivered a **production-ready design** within timeline and development constraints, with a minimalist, design-led look true to the studio's positioning

Senior UX Designer · promoted 2023 from Intermediate UX/UI Designer

All Purpose Creative ↗

09/2021 – Present · Full-time, Consultant · Hybrid · allpurpose.io ↗

Modo ↗ Feb 2022 – Nov 2025

- **Led design strategy** on the sales journey for new and current customers **end to end**, from **journey mapping** and ideation through to launch
- Presented designs to key stakeholders and **facilitated decisions** on key design changes
- Designed within Modo's established design and branding system to keep the experience consistent
- Grounded design in **research and analytics**, delivering within budget and timeline

IBM ↗ July 2024 – Jan 2025

- **Reworked user flows** on internal Benevity platform pages
- Took wireframes to hi-fi within IBM's **Carbon design system**

Greater Vancouver Board of Trade ↗ Jan 2023 – July 2024

- Turned analytics data into **actionable tasks** the team could implement after our engagement
- Ran **heuristic analysis**, competitor analysis, and **usability audits** to find opportunities for improvement

Telus ↗ Sept 2021 – Dec 2024

- **Led design strategy** on the Internet Sales journey for new and current customers
- Partnered with stakeholders, content strategists, analysts, and developers to ship up-to-spec designs for **A/B tests** and global site changes

Service Designer, Project Manager

Vancouver Art Gallery ↗

09/2020 – 09/2021 · Industry Project · Vancouver, Canada

imitationgameexhibition.ca ↗

- Took the installation **from ideation to launch**, managing the project roadmap with Agile frameworks to keep scope in check
- Designed a remote **user survey** and **interviewed target users** to build user personas
- Handed developers in-depth **design guidelines** and storyboard mock-ups

Awards

Cirrus Scholarship · Gerri Sinclair · McLean Greaves · VanUX Awards: finalist

Summary

Designer with **nearly ten years of experience** across Canada and Norway, from startups to consulting agencies, designing **B2C sales journeys and enterprise flows** for clients. **End-to-end experience**, from discovery and research through to shipped hi-fi design.

Education

MA in Graphic Design & Illustration

Kunsthøgskolen i Oslo ↗

09/2024 – 06/2026 · Oslo, Norway

- While continuing to work as a Senior UX Designer, further developed traditional design thinking knowledge through various print methods, and established connections between analogue techniques and digital design practice

Master of Digital Media

University of British Columbia ↗

09/2020 – 09/2021 · Vancouver, Canada

- Worked with industry clients in the visual art, games and EdTech fields while completing courses in the following areas: games, digital media, motion media, UX design, and behavioural design

Bachelor of Business Management

The University of Queensland ↗

03/2013 – 07/2016 · Brisbane, Australia

- Studied marketing, consumer psychology, behavioural studies, and marketing research, alongside electives in art history, Renaissance art, advertising in media, and philosophy of mind

Skills

Design

Heuristic Analysis · Info Architecture · Persona Development · Prototyping · Sketching · User Journeys · Wireframe Building

Research

A/B Testing · Card Sorting · Competitor Analysis · Interpreting Analytics · Survey Design · Usability Testing · User Interviews

Tech Stack

Adobe CC suite · Agile Tools · HTML/CSS · Figma products · WordPress · Squarespace · Webflow · Agentic AI workflows

Printshop

Film development · Risograph · Silkscreen · Typesetting