

Mary G. Wilson

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.

Relevant Experience

UX Designer & Researcher — [Kunsthøgskolen i Oslo](#)

July 2026 - Present • Retainer • Oslo, Norway

- Defined product and design needs for design research website for a group of design faculty
- Established ideal technical kit (Readymag) to allow the researchers to work autonomously beyond my engagement
- Delivered a design assets (design system, mockups, presentation kits, instructions / how-to guide) and laid the foundation on the CMS for them to work from.

Creative Direction, Lead UX Design — [KOGL](#)

Jan 2026 - April 2026 • Contract • Oslo, Norway

- Early ideation and competitive analysis to define product and business needs for a Norway-based furniture studio
- Led mobile-first UX and UI design for a B2C website aimed at showcasing the studio and its work
- Delivered a production-ready design aligned with timeline and development constraints, business goals, and a minimalist, design-led aesthetic consistent with the studio's positioning

Senior UX Designer — [All Purpose Creative](#)

Sept 2021 - present • Full-time, Consultant • Hybrid

[Modo](#) Feb 2022 - Nov 2025

- Leading design strategy on improving the sales journey for new and current customers
- Presenting designs to key stakeholders and facilitating dialogue around key design changes
- Working within their established design and branding system to ensure consistency
- Producing research- and analytic-informed design within budget and timeline constraints

[IBM](#) July 2024 - Jan 2025

- Reworked user flows on internal Benevity platform pages
- Converted lo-fi to hi-fi within the internal IBM Carbon design system

[Greater Vancouver Board of Trade](#) Jan 2023 - July 2024

- Analyzed and synthesized data analytics into actionable tasks with the aim they would implement work after our engagement
- Conducted heuristic analysis, competitor analysis, and usability audits to carve out opportunities for improvement

[Telus](#) Sept 2021 - Dec 2024

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

Lead UX Designer & Researcher, Project Manager — [Vancouver Art Gallery](#)

Sept 2020 - Sept 2021 • Industry Project • Vancouver, Canada

- Maintained project roadmap to keep scope of deliverables in check, implementing Agile frameworks where required
- Designed remote user survey for initial testing and interviewed target users to inform user personas
- Provided in-depth design guidelines and rough storyboard mock-ups for developers

Education

MA in Graphic Design & Illustration — [Kunsthøgskolen i Oslo](#) (National Academy of the Arts)

Sept 2024 - June 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 — [The Centre for Digital Media](#)

Sept 2020 - Sept 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](#)

Mar 2013 - July 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.

w: [marywildesign.com](#)
e: [marywildesign@gmail.com](#)
l: [/marygracewilson/](#)

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

PRINTSHOP

Film development

Risograph

Silkscreen

Typesetting

AWARDS

Cirrus Scholarship

Gerri Sinclair

McLean Greaves

VanUX Awards: finalist