

Pamela Gray Willcox

“ UX/UI Designer focused on creating meaningful experiences through user research, personas, testing, information architecture, wireframing, prototyping and human-centered design. Designing with a mobile-first approach in an agile environment. ”

WORK EXPERIENCE

ZEN Educate
London, U.K.
2022 - Current

● Platform Growth Team (remote)

- Operations Executive for Northwest London
- Regional specialist creating roles, escalating serious challenges, working with candidates & schools to help them feel more connected and able to use the platform.
- Vetting and matching candidates to London schools.

Peace of Mind Method
St Petersburg, FL
2018 - 2022

● UX/UI Designer/Graphic Designer (remote consulting)

- Client of Graymatters Design
- Using UX/UI skills to help with the flow of the online course platform, instructional videos, course handouts, visuals, and website after company decided to pivot from financial planning services to an online course.
- Adobe Creative Suite, illustration skills, & wireframing to breakdown ideas into easy to use interfaces for website
- Created company logo, brand, & course materials
- Created animated decks and presented to stakeholders

Graymatters Design
Conifer, CO
& Tampa, FL
1995 - 2022

● Visual Communications/Design/Freelance/Owner

- Corporate branding and collateral design
- Company naming, research and client presentations
- Website and mobile design, UX/UI Design research
- Print and package design
- Worked with various ad agencies and clients:
- UCreative Group, Walt Disney World/Epcot, MGM Studios Denver YMCA, Tampa YMCA, Publix, Tampa Chamber University of Tampa, University of South Florida, Busch Gardens, Mountain High Yoghurt, CO Dept. of Vocational Rehabilitation, Tradewinds Hotel, Holiday Inn North/Central Denver, Radisson Hotels, Evergreen Academy, Evergreen Chamber, North Fork Ranch, Promise Keepers, Cushman & Wakefield, Varaison Vineyards and Winery, TallGrass Spa

United Landmark Associates, ULA
Luxury Brand Real Estate Agency
Tampa, FL
1992 - 1996

● Art Director/Designer

- Worked primarily on the luxury real estate projects
- Designed collateral for each property, hotel and resorts
- Developed logos and branding for resorts, single family developments, condos, yacht clubs and luxury hotels
- Creative meetings with stakeholders
- Directed photo shoots and press checks
- Designed visitor sales centers, brochures, newsletters ad campaigns, and model home sales packages

EDUCATION & CERTIFICATIONS

Career Foundry
UX/UI Design Immersion Certification
Berlin, Germany

The University of Tampa
MBA coursework

University of Louisiana Lafayette, BFA
Major: Visual Communications/Design
Minor: History

PADI - Deep Diving, Search & Salvage
Red Cross First Aid, CPR & AED
Bloodborne Pathogens

303.956.1202

graymatterspam@earthlink.net

2651 Hawksbill Rd.
Massanutten, Virginia 22840

[Pam's LinkedIn](#)

[Pam's Website](#)

TECHNOLOGY SKILLS

MS Word	Information Arch.
Power Point	User Research
Excel	User Personas
Keynote	User Journey's
Photoshop	User Testing
Illustrator	Wireframing
InDesign	Prototyping
Imovie	HTML, CSS

DESIGN SKILLS

Animation	Web Design
Art Direction	Package Design
Graphic Design	Photo Retouching
Illustration	Presentations
Mobile Design	Motion Graphics
Design Style Guides	UX/UI Design

WEB-BASED TOOLS

Zoom	Marvel
Wrike & Trello	Sketch
Word Press	Balsamiq
Wix	Figma
Squarespace	Adobe XD
Optimal Workshop	SalesForce
Invision	Slack

AWARDS & HONORS

Print Excellence Awards

- Tri-foil Wine Label Varaison Vineyards
- BRAVO Award - Best Use of Paper

Tampa Addy's

- Disney Illuminates Night Parade Logo
- Hug - A - Bear Campaign

Florida Night Beautiful

- Best of Show Lighting Design UT

Dallas Art Directors Show

- Best In Show Direct Mail

New Orleans Art Directors Show

- Best In Show Direct Mail

David Carter's Book of American Trademarks - 2 Logos published

University World Consortium

- Ad Campaign Best of Show

Fox River Paper Company Award

- Creative Use of Paper in Design