WAYNE A. WILKES, UXC

CX & Design Leader | Creative Innovations | Digital Experiences

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Wayne A Wilkes

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Location - *Kansas City*

Skills

UX Design
Interaction Design
Responsive Web Design
Visual Design
Illustration
Photography
Videography
Figma
Atlassian
Adobe XD
Adobe CC
HTML5
CSS3/SAAS
JavaScript
TypeScript
Angular
Node.JS
PHP, ASP, JSP

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Education + Achievements

May 2022 - Certificate in User Experience with Specialty Recognition in Interaction Design from Nielsen Norman Group
UXC# 1060575

Apr 2021 - Advanced Google Analytics, Google Analytics for Power Users, Google Tag Manager Fundamentals

May 1995 - Bachelor of Fine Art from the Kansas City Art Institute with a major in Graphic Design/ Illustration

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Experience

MTFSA | August 2019 – Present
UX/UI Lead Front-End Design & Development

Modoc Tribe Financial Services Authority (MTFSA) is a sovereign tribal lending entity wholly owned by the Modoc Nation. Leading a small development team, I am instrumental in helping stakeholders articulate requirements, map out functionality, and forge the right user journey to aid in the creation of a user-centric experience that is intuitive to use on any device. Balancing tech functionality, brand/identity style, and user accessibility standards is always a key focus and end goal for my work.

- UI/UX Design
- Journey Mapping & Wireframe Prototyping
- Brand & Identity
- Frontend Design/Development
- Digital Marketing Communications

Unbound | November 2009 – June 2019
Web Director

Unbound is an international nonprofit organization working side-by-side with people in 18 countries to challenge poverty in new and innovative ways. With dedication and commitment to champion the digital space, I identified, recommended, developed, and implemented web strategies that would reach a new audience while creating an online journey to strengthen and nurture their sponsorship experience.

- UI/UX Design
- Journey Mapping + Userflows
- Frontend Design/Development
- Identity Style Guide + System

VML, Inc. | April 2005 – January 2009
Senior Art Director

As a Senior Art Director I worked closely with copywriters and account managers to craft and execute award winning designs for a variety of visual communications, both print and digital.

- Art Director
- Interaction Design
- Client-facing presentations
- Managed Designers
- UI/UX Design
- Digital Ecosystems

Education-Related Experience

August 2007 - Present
Adjunct Faculty - Kansas City Art Institute

Illustration Department
(Four-Year Degree Program)

Continuing Education
(Adult Studies and Certification Programs)
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References

Matt Bradley - Director of IT (MTFSA)
913-486-9992
gnr1999@gmail.com

Brian Ronald - Lead Developer (MTFSA)
661-304-2806
brronald@gmail.com

Chandler Johnson - Design Colleague
316-293-9311
kalimizzou@gmail.com

Experience Continued

Sprint | September 2000 – April 2005
Senior Web Designer / User Experience

With a focus on the residential long-distance business, I led an in-house digital design team responsible for improving the online user experience. This included online bill presentment/ payment as well as content design and strategy for acquisition. The result was reduction in agency expenses by nearly $11 million annually by internalizing front-end design UI/UX capabilities.

- Led & Managed Design Team
- UI/UX Design
- Information Architecture
- Journey Mapping + wireframes + Userflows
- Frontend Design/Development
- Interactive + Multimedia Production
- Brand + Identity

Black & Veatch | April 1998 – September 2000
Senior Designer / Art Director

I worked as a digital designer and art director for web-based projects, training and informational CD-ROMS, as well as for print. My contributions were instrumental in working with clients to gather requirements and create successful strategic plans.

- Art Director
- Digital Production Art
- Frontend Design/Development
- Interactive + Multimedia Production

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Awards

- 2025 - Parade of Hearts Artist
  "Lighting The Kansas City Sky" Heart Sculpture
- 2024 - Parade of Hearts Artist
  "The Gallery Lawn" Heart Sculpture
- 2016 - KC IABC
  Award of Excellence for the "Look Closer" marketing campaign
- 2015 - Nonprofit Connect
  Philly Award: Best Nonprofit web design - Unbound.org
- 2015 - Nonprofit Connect
  Philly Award: Award of Distinction - Unbound.org
- 2015 - Nonprofit Connect
  Philly Award: Electronic Newsletter
- 2014 - Nonprofit Connect
  Philly Award: Electronic Newsletter
- 2014 - KC+Connect
  Boulevard Brewery Sponsored Artist in May thru Nov
- 2013 - Prairie Village State of the Arts Juried Exhibition
- 2007 - Bayer CropScience won a first place NAMA
  Web Advertising + First place award for Internet Website.
- 2007 - Best Travel Website for Kansas City Convention and
  Visitor's Association (KCCVA) in the Hospitality Sales and
  Marketing Association International's Adrian Awards.
- 2005 - Interactive Media (Kansas City Ad Club Gold Omni)
- 2005 - 360 Architecture was shortlisted by the British
  Interactive Marketing Awards for Best Website. The BIMAs
  recognize and reward creative excellence in interactive design.
- September 2002 - Sprint Quarterly Value of Excellence Award
- July 1998 - Outstanding Performance 2nd Quarter 1998 – Black
  & Veatch
- April 1995 - "The Starr Foundation Award" Society of Illustrators