

Leda DeWolf

She/her

ledadewolf.com
leda.dewolf@gmail.com
248.520.7558

UI/UX Designer

Professional Summary

Senior UI/UX Designer with experience designing user-centered digital experiences for enterprise and fintech applications. Skilled in UX research, wireframing, prototyping, design systems, and cross-functional collaboration. Experienced in leveraging AI to streamline design workflows and deliver intuitive, accessible solutions that balance user needs with business goals.

Experience

United Wholesale Mortgage

UX Designer III / 2024 - present

- Utilize and contribute feedback to a living design system to streamline the design process and promote consistency across a team of designers
- Collaborate with cross-functional teams, including Developers/Engineers, Product Owners, Project Managers, Researchers, and Writers
- Create wireframes, high-fidelity mockups, and prototypes with FigmaLeverage AI tools to accelerate UI/UX design workflows, supporting user research, information architecture, wireframing, and prototyping
- Engage in an iterative design process to refine and enhance user experience
- Collaborate with other UX Designers to ensure cohesive design strategies
- Participate in all-day planning sessions presenting my designs to Developers, on-call to answer questions while they organize workflows into sprints

Kelly Services

Senior UI Designer / 2019 - 2023

- Developed interactive prototypes to demonstrate effective user flows
- Created and designed new blocks to enhance the visual representation and increase the functionality of existing websites
- Collaborated with web development teams to implement new designs
- Designed 6+ websites for corporate web portfolio with strict adherence to brand guidelines
- Worked cooperatively with writers, marketers, and agency partners to execute web designs
- Ensured all websites were ADA compliant (WCAG2.1 A/AA Guidelines)
- Continuously monitored web and print outputs to achieve and maintain brand consistency
- Implemented web designs in Episerver/Optimizely CMS system

Tools

Adobe XD
Figma
Illustrator
Photoshop
After Effects
InDesign
Asana
Jira

Skills

Interaction design
Interface design
Visual design
AI-assisted design
Branding
Project management
Collaboration
Typography
Photo retouching
Marketing

Leda DeWolf She/her

UI/UX Designer

Experience (continued)

Kelly Services

Senior Graphic Designer / 2006 - 2019

- Created and maintained branding standards and visual identities of Kelly Services and multiple Kelly brands and products
- Concepted and designed print and electronic marketing materials, including fliers, brochures, ebooks, social media ads, direct mail, etc.
- Collaborated with internal writers and outside agency partners to concept and complete essential marketing projects

HOOR Media

Associate Art Director – Art Director / 2003 - 2006

- Concepted and designed magazines, layouts, brochures, stationary, etc.
- Directed photoshoots and illustrations to create and execute innovative concepts

Education

College for Creative Studies / Detroit, MI

Graphic Design major
BFA / Class of 2002