



Salina Wood

UX / UI Designer

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Portfolio: salinawood.com

UX/UI Designer with 4+ years of experience in responsive web design, interaction design, design systems, wireframing, prototyping, and development. Increased engagement with target audiences and boosted conversions through user-centric design. Eager to expand skills in information architecture, user research, usability testing, A/B testing, and accessible design.

EXPERIENCE

Drive Social Media | St. Louis, MO (Hybrid/Remote)

UX/UI Designer (Mar 2024 - Jun 2025) & **Frontend Developer** (Nov 2021 - Mar 2024)

- Promoted to UX/UI Designer to reflect growing responsibilities in design and strategy.
- Designed style guides and design systems to maintain consistency across products.
- Crafted wireframes and iterative prototypes to visualize content structure and user flows.
- Presented user-centered prototypes to stakeholders and refined deliverables based on feedback.
- Built responsive websites using site builder platforms, delivering polished user experiences.
- Performed frontend maintenance to ensure consistent user experience.
- Trained new hires with detailed walkthroughs and documented design processes.

Blayzer Digital Marketing | St. Louis, MO (Hybrid)

Design Intern (Mar 2021 - Jul 2021)

- Created graphics and UI elements to enhance website aesthetics and user experience.
- Developed web pages using HTML, CSS, and Wordpress
- Collaborated with marketing and client teams to align designs with business goals.

EDUCATION & CERTIFICATIONS

Webster University | Jan 2018 - Dec 2020

B.A. Interactive Digital Media

Google UX Design | Aug 2025

Certificate

SKILLS

UX Methods & Research: Wireframing, Prototyping, Interaction Design, Information Architecture, Usability Testing, User Research, Design Systems, UX Writing

Front-End Development: HTML, CSS

Soft Skills: Collaboration, Communication, Training, Task Management, Time Management, Design Thinking

Design Tools & Platforms: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Wordpress, Duda, Shopify, Webflow