



Maria Watson

Portland, Oregon | (785) 550-9753 | mwats.design@gmail.com
Linkedin: www.linkedin.com/in/mariawats/ | Portfolio: www.mwats.design

Web Designer specializing in User Experience (UX) and User Interface (UI) design. Analyzes and iterates systemic solutions, leveraging 12 years of experience in graphic design and 5 years in workforce development. Proven experience working with high-impact organizations, including a Global Fortune 500 company, a Fortune 500 company, the largest franchised yoga brand worldwide, international entities, government programs, startups, educational institutions, and nonprofits, driving impactful solutions across industries. Wielding a UX/UI certificate, and degrees in Graphic Design and Journalism: Public Relations.

Skills UX/UI Design, Design Systems, Visual Prototyping, Product Presentation, Wireframing, User Flow, Heuristic Analysis, User Research (Competitive Analysis, Interview, Affinity Diagram, User Persona), Feature Prioritization, Usability Testing, Branding, Color Theory, Accessibility, Agile, Scrum
Tools Figma, Adobe (Ai, AEM, Id, xD, Ps, Lr, Pr), Webflow, JIRA, Wordpress, Squarespace, InVision, Miro, CSS, HTML5, Photography, Video Editing, Airtable, JavaScript, jQuery, Google Workspace, Microsoft Suite

Projects

Rejuvenation: Project Guides

www.rejuvenation.com/pages/project-guide

Drove over \$5 million of conversion participation with comprehensive guides that support customers with renovations and home projects. Collaborated with merchandisers, copywriters and marketers to develop content that inspires and informs customers to complete confident purchases.

Rejuvenation x New Darlings Product Collaboration Landing Page

www.rejuvenation.com/newdarlings

Designed omnichannel creative for a \$100k product collaboration launch. Integrated Rejuvenation branding with New Darlings style, building a landing page and sweepstakes, with style guidelines cascading to retail, social and email.

Seisuke Knife International: UX Research and Brand Design

www.mwats.design/seisuke

Advised on the redesign of Seisuke Knife's e-commerce platform, merging two international sites to deliver a unified user experience tailored to diverse cultural demographics. Key contributions included UX research, UI design, and optimizing brand identity and navigation for improved user engagement.

Relevant Experience

Senior Designer, Site Creative (UX/UI)

Feb 2023 – Present

Williams Sonoma, Inc. - Rejuvenation

<https://www.rejuvenation.com>

Developed and maintained eCommerce design systems for Williams-Sonoma Inc.'s top emerging brand, driving over \$250 million in brand revenue and contributing to the company's overall \$7.7 billion revenue. Led a team of designers, bringing marketing campaigns and merchandising initiatives to life with 50% conversion participation. Enhanced user experience improvements for checkout and cart, designed monthly homepages, omnichannel promotional treatments, quarterly lookbooks, project guides, landing page experiences and site content.

Key Accomplishments:

- Designed over 25 pages of project content, collaborating with merchandisers, marketers, and developers to create a wealth of resources establishing Rejuvenation as a leading authority in the home project space
- Created quarterly lookbooks, driving over \$1M in annual revenue participation
- Scoped, redesigned, prototyped and supported development of ChatBot feature for static support across the site, connecting customers with personalized connections to customer service and design advice

User Experience (UX) Solutions Consultant

2013 – Present

UX · User Interface (UI) · Change Management · Video Editing · Graphic Design · Photography · Writing

Key Accomplishments:

- Developed UX research and performance testing process for Seisuke Knife, integrating international stakeholder feedback, information architecture, cultural competency and accessibility best practices
- Spearheaded social media strategy for Creighton University Mens' Basketball, creating infographics with statistics related to the NCAA tournament and regular season play



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Additional Experience

Seasonal Assistant Director of Summer Programs Oregon Episcopal School

May 2022-Aug 2022
Portland, Oregon

Managed operations, logistics, and implementation of summer camp curriculum and programming for 143 camps, over 2,000 campers and nearly 200 staff on a 59-acre campus.

Key Accomplishments:

- Ordered, distributed, and reported \$35,000 of supplies for camp instructors and staff
- Coordinated daily lunch with Bon Appetit food service management, organized all-camp programming, and assisted in classes each week, supporting child-led learning with campers, counselors, and instructors
- Modeled camper-centered support and management protocols and procedures that promote inclusion, positive behavior management, growth mindset techniques, and social-emotional learning

NextGen Program Coordinator + Career Coach Portland Opportunities Industrialization Center

Aug 2017- Nov 2021
Portland, Oregon

Coordinated all aspects of NextGen program, creating systems to promote accessibility to workforce and education services for over 500 youth with barriers to employment, distributing funding and support services. Case management for 18-25 year old young adults with barriers to employment, tracking and reporting employment and education services and outcomes in compliance with local and federal government contractors.

Key Accomplishments:

- Coordinated outreach and developed relationships with local employers including Por Que No, Biketown, GroundUp Nut Butters, IRCO and more, creating mechanisms for clients to access opportunities
- Developed culturally responsive, innovative, and engaging curriculum designed to build professional relationships with clients, promoting employability, goal setting, life skills and addressing barriers to employment and educational achievement, serving as professional mentor, coach, and client advocate
- Advocated through navigating systems and social services, including WorkSource Portland Metro, housing assistance and SNAP, collaborating with other service providers to enhance service delivery

Development Project Coordinator, POIC

Aug 2017 - Jul 2018

Coordinated logistics for fundraising and donor events - over 300 guests, including volunteers and honored program participants. Implemented and maintained event management software (Greater Giving).

- Spearheaded design of commemorative 50th Anniversary logo treatment with team including CEO and Director of Development, culminating in year-long branding project with marketing merchandise

Jesuit Volunteer Corps Northwest/Americorps Member, POIC

Aug 2016 - Jul 2017

- Year-long service commitment to social/ecological justice, simplicity, community, and spirituality
- Promoted to Career Coach and Development Project Coordinator at the conclusion of my service year

Graphic Designer / Program Leader

Nov 2013 - Jul 2016

Creighton University

Omaha, Nebraska

- Documentary Videography and Editing <https://cubackpack.org/films/el-deportado>
- Mens' Basketball Social Media • Student Activities Program Branding, Print and Digital Design
New Student Orientation Program Branding and Operations Executive • CU@theArts Program Branding

Graphic Design Intern

Sept 2015 - Mar 2016

Berkshire Hathaway

Omaha, Nebraska

- Internal Marketing and Communication • Print Design • Newsletter Design • Business Card Design

Education

UX/UI Certificate: *University of Oregon, Portland, Oregon* - User Experience and User Interface Design

Bachelor of Arts: *Creighton University, Omaha, Nebraska* - Graphic Design and Journalism: Public Relations