

## KAYLIE JAMES WILSON

Portland, OR • (626) 437-2105 • [kayliejw@gmail.com](mailto:kayliejw@gmail.com)

### EXPERIENCE

---

#### NIKE

*Senior Design Researcher, WD+C, Innovation team*  
*Design Researcher and Information Designer, WD+C, Design Team*

**Beaverton, OR**

*June 2016 – Current*

*June 2014 – June 2016*

I work across global teams and functions to develop evidence-based insights that drive the evolution of the way we work at Nike. I conduct primary and secondary research with an ethnographic approach to understand industry context and trends, universal human factors and the unique needs and behaviors of Nike employees. I build, manage, and deploy a broad toolkit of research methods: biometric technology to unearth new insights, ethnographic techniques to refine behavioral models, UX tools to map out opportunities and analytics to measure the impact of programs. I synthesize and articulate the findings into actionable opportunities to improve the workplace experience across space, services, technology and culture.

#### ZYXTcreative

*Researcher and Experience Designer*

**Portland, OR**

*February 2014 – June 2014*

I worked as an independent contractor and consultant conducting design research and experience design for non-profits, museums, schools and startups. Focusing on user centered design, I ran workshops and focus groups, built digital research tools and I created user profiles, experience maps, and concept briefs.

#### THE NIKE FOUNDATION

*Experience Design Specialist, Girl Effect University Team*

**Oregon/Nigeria/Ethiopia/Rwanda**

*January 2011 – February 2014*

I worked with a team to translate development data and messaging into inspirational content. I activated concepts through digital and physical channels. I researched, designed and produced interactive spatial and digital experiences and worked to tailor them to the culture and learning needs of development practitioners working with adolescent girls in Nigeria, Ethiopia and Rwanda.

#### SANTA MONICA MUSEUM OF ART

*Education Department Fellow*

**Santa Monica, CA**

*September 2010 – January 2011*

I assisted in curatorial research, promotional writing, exhibit planning and execution, event planning and coordination. My work focused on the museums educational programs and youth outreach, creating learning experiences that translate the museum content for younger audiences.

#### INSTITUTE OF CULTURAL INQUIRY

*Curatorial Fellow and Project Manager*

**Culver City, CA**

*September 2011-December 2011*

I worked with a small team to research, design and produce public art installations and events that explored topics of gender, social action, and community design. I documented and synthesized results to build a portfolio of impact for continued funding.

#### SCC GALLERY

*Curator*

**Claremont, CA**

*September 2008 – May 2011*

I installed over 30 exhibits ranging from student and alumni exhibitions to fundraising exhibitions for local advocacy groups. I was engaged in the process from concept to acquisition, to installation, to promotion, to re-painting the walls "gallery white".

#### IMAGI PRODUCTION STUDIOS

*Executive Development Coordinator*

**Los Angeles, CA**

*July 2007 – January 2008*

*Production Coordinator*

*July 2006 – September 2007*

I managed the schedules of Executive Directors in the Development Department, created a visual database of reference images and postproduction references, participated in constructive brainstorming, took notation and created legible storyboards and presentations.

#### ESL (English as a Second Language)

*Instructor, Co-President*

**Spain, Morocco, and Claremont, CA**

*October 2007 – May 2011*

I spent five months living in Spain and Morocco teaching English. I returned to Pomona College and worked as a project manager and eventually Co-President for Pomona's ESL program. We wrote grants, did fundraising, worked on lesson plans and training programs and increased our membership two-fold.

## **EDUCATION**

---

### **POMONA COLLEGE**

B.A., Art/Art History and Political Philosophy, Honors,

**Claremont, CA**

August 2008 – May 2011

### **SEMESTER AT SEA (University of Virginia)**

Studied Cultural Diplomacy and Photo Journalism

**Central and South America, Africa, Asia**

January 2008 – May 2008

### **SARAH LAWRENCE COLLEGE**

Studied Political Economy, Art and Journalism

**Bronxville, NY**

September 2006 – May 2007

## **SKILLS**

---

Ethnographic Research Methods

Human Centered Design Methods

UX/UI/HCI methods

Focus group, workshop, meeting facilitation

Mad PPTX skills

Adobe Creative Suite

Data/information design

Quant/Qual research design

Quant/Qual research analysis

## **LANGUAGES**

---

English (native)

Spanish (conversational)

Portuguese (beginner)

Japanese (amusing)

Design Speak (fluent)

Tech Nerd Shorthand (proficient)

UI/UX/HCI Jargon (Professional proficiency)