# YVONNE NILLISSEN | UX

Innovative UX leader with a proven track record for driving strategic design solutions that enhance user engagement, streamline business operations, and deliver measurable impact. I lead cross-functional teams to create intuitive, research-driven experiences that align business goals with user needs.

#### 630.306.3881

contact@yvonnenillissenux.com
Portfolio:

YvonneNillissenUX.com

#### **EXPERIENCE**

Senior Experience Designer Level: Publicis Groupe, Chicago, IL

UX Research and Design

Aug. 2025 – Current

Associate Experience Design Director Razorfish: Publicis Groupe
Aug. 2022 – Aug. 2025
Associate Experience Design Director on Ford Pro, Bread Financial and Senior Designer on Hyvee pitch work.

- UX Lead for Ford Pro Electric-Vehicle Service Reservations; Dealer Availability Display;
   Global-Live Powerwall; and Inventory Charging Products which included UX research –
   usability scripting, testing, design recommendations and final prototype design.
- Ford Pro website strategy development including user journeys, website page content flows and experience wireframing.
- UX Lead for Bread Financial; competitive research, user flows, wireframing and annotation handoffs

#### Senior User Experience Designer Bounteous, Chicago, IL

Feb. 2022- Aug. 2022

Senior UX Designer for Univest Financial CMS and Adtalem Global platform migration.

- Conducted research to create personas and journey maps to inform Univest design.
- Wireframed experiences for effective completion of user goals
- Lead UX on a platform migration for Adtalem Global Education.
- · Mentor to UX designer on Univest team

## User Experience Architect Americaneagle.com, Des Plaines, IL

Aug. 2020- Feb. 2022

Strategic UX Architect for clients such as Fisher Investments, Dallas Area Transit, Life Care Services, and Mon Cheri.

- Estimated and designed research for qualitative interviewing, and quantitative card sort/tree testing and surveys. Created sitemaps/IA for component based CMS design systems.
- · Mentored UX researcher

#### User Experience Designer Rightpoint, Chicago

Feb. 2020- April 2020

User Experience Designer on new design system for Manpower US and global websites.

 Created personas, sketches and wireframes. Applied human factors to complex pages for maximum comprehension and most effective UX and UI.

# Master of Human Computer Interaction DePaul University, Chicago July 2018 – March 2020

- · Lead UX on Master's Capstone on AI research and prototyping of voice interface product.
- Implementation of research, user flows, sketching, wireframes, low to high fidelity prototyping and user testing with iterations.
- Member of computing and information disciplines honor society Upsilon Pi Epsilon.

## User Experience Designer Symbria, Warrenville, IL July 2013 – July 2018

Sole UX Designer to 3 business lines, development team, and senior stakeholders. As company's first UX designer, promoted and established best practices in user experience design.

- UX Design Product development for ServiceMatch iPad application and drug pricing software for desktop and mobile web. Designed Symbria portal for authenticated users.
- Lead to team of visual designer and CMS content technician.

UX Designer/Front End Development 8th Light (WisdomGroup), Chicago
UX and Web Design Consultant Elmhurst, IL
Jan. 2007–Dec 2012

#### Senior Art Director Chicago Creative Partnership, Chicago

1996 - 2000

Ideation/creative for national and regional broadcast and print.

• Art Director for Bob Evans, Follett Campus Bookstores, Firestone and others.

#### **Core Competencies**

Design-process advocacy Research inquiry methods Usability testing UX strategy development CMS design systems

#### **Technical Proficiencies**

Al Tools and Processes Adobe Creative Suite CC HTML5/CSS3

Figma / Sketch

#### **Team Tools**

Microsoft Teams Slack

Jira/Confluence

#### Leadership

People Manager-Direct Report
Publicis Groupe Mentor
On-going DePaul University
Roundtable Mentor

# Education

Al Product Design Bootcamp by STRAT

August 2025

Publicis Groupe Marcel -Al in Experience Design April 2025

DePaul University, Chicago March 2020

M.S. in Human Computer Interaction

# The Starter League 2012-2013

Immersion courses in UX process and HTML/CSS

Loyola University Chicago 1995

B.A. English. Dept. Honors

