O'Nysha Thomas

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With 10 years of experience, I'm a dedicated visual and product designer who specializes in user-centered design, creative direction, and digital media. Proven ability to lead design projects from concept to execution, leveraging expertise in design systems, collaboration with cross-functional teams, and agile methodologies. Passionate about blending art and technology to create impactful user experiences.

Highlights

Afro-Tech 22'

"*Mobile Shopping App Wish Personalizes Customer Experiences And Hires Top Tech Talent*"

**Official Black Wall 21'
Street Marketplace**

Co-lead in Wish sponsorship

Design Skills

Visual Design, UI/UX, Interaction Design, Prototyping, Responsive Design, Wireframing, Animation, Motion Graphics, Illustration, Branding, Layout.

Design Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Adobe XD, Canva.

Collaboration & Development:

Agile Methodologies, Scrum, Kanban, Design Sprints, Project Management, HubSpot, Salesforce, Trello, Asana, Slack.

Business & Strategy:

Product Strategy, Conversion Optimization, A/B Testing, User-Centric Design, Customer Journey Mapping, Problem-Solving.

Education

BFA - Cum Laude

'13 - '16
New York City College of Technology

Communication Design

'10 - '12
Howard University

Fine Arts

Experience

Pure O'Nyx Design Studio - Creative Director '23 - PRESENT
- Led the end-to-end redesign of AvereWealth.com, enhancing usability and scalability through user-centered design strategies
- Conducted extensive research and user interviews to curate and create Diverse Design Resources, a tool promoting inclusive and equitable design practices, now utilized by designers worldwide via Gumroad

Wish - Product Designer '21 - '23
- Enhanced Onboarding: Designed a user-centric onboarding process, achieving 100% verification
- Product Design Strategy: Revamped the Wish Merchant sign-up flow, boosting merchants reaching the Silver+ Tier from 4% to 45% through data-driven design improvements.
- User Experience Optimization: Developed transparent resolution processes for merchant disputes, enhancing consistency across key categories and improving user satisfaction

Wish - Senior Brand & Marketing Designer '20 - '21
- Strategic Branding: Collaborated with Sales Enablement to create dynamic sales and onboarding materials, including virtual training modules for account managers.
- Global Design Systems: Coordinated with localization teams to ensure consistency in visual assets and brand guidelines across diverse markets.
- Cross-Channel Marketing: Designed creative assets for multi-platform campaigns, driving merchant engagement and promoting brand diversity.

Edelman - Senior Designer '17 - '20
- Creative Direction: Led the design strategy for digital and print campaigns, resulting in a 20% increase in new business acquisition.
- Mentorship & Development: Conducted design workshops, mentoring junior designers to elevate their skills in typography, layout, and digital media.
- Client Presentation: Delivered high-impact design presentations, successfully pitching visual concepts to prospective clients.

Kisi - Visual Designer '15 - '17
- Design System Implementation: Improved consistency and efficiency by integrating design systems across all product lines.
- User Experience Design: Enhanced installation guides, increasing user productivity and reducing friction during onboarding.
- User-Centric Solutions: Diversified user personas to refine feedback mechanisms, optimizing the overall product experience.