Will Sykora

UX ARCHITECT - PRODUCT MANAGER & DESIGNER

willsykora.com
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CREDENTIALS
Certified Scrum Master
Certified Scrum Product Owner

UX METHODS
Customer Discovery
Product Validation
Heuristic Evaluations
User Interviews
Persona Research
Storyboarding & Flows
Content Strategy
Information Architecture
UI & Interaction Design
Prototyping
Usability Testing

PRODUCT
LEAN & Design Thinking
Process Development
Mission & Vision Definition
Market Analysis
Risk Management
Feature Prioritization

DESIGN
Sketch
Adobe Creative Cloud
UXPin/InVision
Balsamiq

TECHNOLOGY
HTML/CSS
Wordpress
Adobe Experience Manager
Google Analytics

ANALOG
Pen & Paper / Sharpies
Sticky-notes on Whiteboards
Conversations & Eye Contact

EDUCATION

MPS – Technology Entrepreneurship
University of Maryland | August 2016 – December 2017
MTE Entrepreneur of the year | Awarded April 2018

BFA – Graphic Design
Salisbury University | August 2005 – May 2009
J. Daniel Landsman Saferide Scholarship | Awarded May 2008
Outstanding Student Leadership Award | Awarded May 2008

EXPERIENCE

Covailnt – Founder
Baltimore, MD | March 2018 – Present
Designed and built Covailnt's MVP and beta platform from the ground up. Turned a passive waitlist into 420+ active profiles in under 4 months. Responsible for business planning, product development, market strategy, community growth, freelance resource management and fundraising.

T. Rowe Price – User Experience Designer
Owings Mills, MD | September 2014 – March 2018
Defined the firm's customer discovery and UX process baseline while re-architecting critical web & digital product experiences for individual investors, advisors and retirement plan participants. Minimized product/business risk while leading working teams & internal stakeholders to embrace user-centric and Agile best practices.

MICROS eCommerce (Oracle) – Web Designer
Chevy Chase, MD | July 2013 – September 2014
Designed experiences for clients in the hospitality industry, including websites, booking engines, and online ordering flows.

WESTAT – Graphics Coordinator
Rockville, MD | February 2013 – July 2013
Managed the design and print production of collateral supporting several large federal agencies.

Graphic Relief, Inc – Graphic Designer
Hanover, MD | May 2008 – February 2013
Designed and produced in-store promotional materials and print advertisements for the Food and Beverage industry.