

# Victoria (Tory) Wilbanks

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## Experience

August 2022 - Present (Remote)

### **Parry Labs** – *Director, UX & Product Line*

- Evangelize UX and build up resources to scale within the product line
- Manage 4 product managers and mentor designers and front-end developers
- Scope, streamline, and execute on the Internal Research & Development (IRAD) format through design thinking workshops, resulting in the creation of two 1, 3, and 5 year roadmaps for 2 different products in collaboration with the PM
- Act as consultant with a third party UX Firm to validate their findings and UI design process for battlespace drone products

May 2020 - August 2022 (Oklahoma City, OK / Remote)

### **Heartland Payment Systems**– *Lead, UX Design*

- Scale the team through design ops practices, including interviewing + hiring 5 new designers
- Manage a data-driven user research strategy for a future, enterprise-level, payroll web and mobile application
- Drive UX creative processes + best practices across business verticals

October 2018 - March 2020 (Oklahoma City, OK)

### **Clevyr** – *Sr. UX Designer*

- Strategize and articulate designs from concept to execution with data-driven validation from both qualitative + quantitative user research

December 2016 September 2018 (Falls Church, VA)

### **Perceptronics Solutions** – *UX Designer*

- Lead UX/UI scope + scale for Small Business Innovation Research projects
- Strategized roadmap features and designed a mobile/ web app tool from scratch to production

September 2016 - August 2018 (Washington, D.C.)

### **General Assembly** – *User Experience Design Instructor (part-time)*

- Lead UX and design thinking focused lectures and mentored students

## Education

May - July 2016 (Washington, D.C.)

### **General Assembly**– *User Experience (UX) Design Immersion Program*

2004 - 2008 (Ottawa, ON, Canada)

### **University of Ottawa**– *Honor's Bachelor's degree in International Politics & French, minor in Italian*