

Austin Wilhelm

user experience designer

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LinkedIn Profile

A thoughtful, human-centered UX/UI designer with over four years of experience designing intuitive, accessible digital experiences across healthcare and SaaS. Known for transforming complex challenges into seamless, guest-centric solutions through research, journey mapping, and iterative design. Skilled in cross-functional collaboration, prototyping, and building design systems that balance user needs with business outcomes.

Work Experience

UX/UI Designer

Ecolab

St. Paul, MN (Hybrid) • 2025 - Present

- Led design reviews for a core business outcomes widget, presenting to 10+ stakeholders and connecting iterative design decisions to UX research and user feedback.
- Rapidly onboarded into a multi-product enterprise design ecosystem (EBR, FI, Digital Portal), independently managing Figma branches, wiring prototypes, and contributing to component design within a scaled agile workflow.
- Leveraged AI-assisted tooling (Figma Make) and prompt engineering to accelerate ideation — recognized by senior designers as a capability worth scaling across the team.

UX/UI Designer

Mindful Care

Minneapolis, MN (Remote) • 2022 - 2024

- Guided human-centered UX design across a mental health platform serving 5,000+ monthly users — balancing guest needs with business goals.
- Created and iterated end-to-end design deliverables: journey maps, wireframes, user flows, high-fidelity UIs, and interactive prototypes.
- Led UX research and usability testing using both qualitative and quantitative data — collecting 1,000+ data points to inform design direction.
- Established inclusive design practices and built the company's first design system to support accessibility, consistency, and scalable handoff to engineers.
- Collaborated cross-functionally with product managers, engineers, and stakeholders — championing a user-first approach that improved task completion and retention.

Skills

CORE COMPETENCIES

- Human-centered Design
- Accessibility practices
- Wireframing & Prototyping
- Cross-Functional Collaboration
- Guest Journey Mapping
- Data-Driven Decision Making
- Design Thinking & Big Picture Problem Solving
- Discovery & Competitive Analysis
- Facilitating Retrospectives
- Interactive/Responsive Design
- Project & Stakeholder Management
- Design Systems Thinking
- User Interviews
- Agile Product Teams
- Experimentation & Iteration

TECHNICAL EXPERTISE

- Adobe Suite
- Canva
- Confluence
- CSS
- Figma
- Google Workspace
- HTML
- Hugo Framework
- Jira
- Microsoft 365 Tools

- Conducted discovery research, usability testing, and competitive assessments to refine product experiences and increase user engagement; mapped user flows and journeys to streamline onboarding and boost retention across key touchpoints.
- Employed a growth mindset through ideation and requirements-gathering sessions, translating insights into interactive wireframes, prototypes, and high-fidelity UI designs.
- Liaised with developers, marketing, and product teams to align design decisions with strategic goals and business needs.
- Verified WCAG guidelines were met user-acceptance testing to ensure accessibility for all guests.

Creative Design & Marketing Specialist

Top Echelon Software

Minneapolis, MN • 2020 - 2022

- Designed and executed marketing strategies that helped increase click through traffic 30% YoY.
- Redesigned 15+ marketing web pages using UX/UI best practices, ensuring consistency across digital channels.
- Conducted user research and usability testing to validate hypotheses and optimize content strategy.
- Launched a new website within five months, leveraging iterative testing and stakeholder feedback to refine user flows.
- Created marketing assets that balanced user needs with business objectives, improving conversion rates and engagement.
- Developed SEO-friendly content and design elements, optimizing digital reach and visibility.

Education

BA in Creative Advertising

University of Minnesota • Minneapolis, MN

- CLA Dean's List, Fall 2018 – Spring 2020
- Joined StudioU to build strong proficiency in media production, editing, and familiarity with equipment and techniques.
- Co-founded University of Minnesota Spikeball Club while performing clerical and necessary duties as a Marketing Officer.

Awards & Scholarships

Mindful Care Service Excellence Award

Mindful Care | 2023

Certifications

Google UX Design Certificate

Google | 2021 – 2022

Publications

Google's YouTube Channel: A Mindful User Experience

Google | 2024

Assisted in providing an interactive and approachable atmosphere for learning about UX day-to-day responsibilities

Shared insights and learnings with ~500k viewers on YouTube

[View it here](#)