





VICTORIA DIEHL

 [linkedin.com/hire-victoria-diehl](https://www.linkedin.com/hire-victoria-diehl)

 (414) 828-4418

 hirevictoriadiehl@gmail.com

 hirevictoriaboyer.com

CORE STRENGTHS

- UX strategy & systems thinking
- Information architecture & workflow optimization
- Product / UX / Engineering collaboration
- Design operations & process improvement
- Workshop facilitation & stakeholder alignment
- Wireframing, prototyping, & responsive design
- Accessibility & inclusive design
- Figma, HTML, CSS, JavaScript

EDUCATION

University of Wisconsin Oshkosh

Bachelor of Science: Interactive Web Management (IWM) – emphasis in computer science

Bachelor of Arts: Journalism

SUMMARY

Strategic senior UX design leader with 10+ years of experience leading UX strategy and designing scalable enterprise and consumer-facing digital experiences. Proven track record improving cross-functional collaboration, optimizing complex workflows, and delivering measurable business impact through systems thinking and user-centered design.

EXPERIENCE

WTS Paradigm LLC/ Paradigm Jan 2026 - PRESENT

Senior UX Designer

- Led strategic UX initiatives for enterprise quoting and sales platforms, improving collaboration across product, UX, and engineering teams
- Developed scalable governance frameworks that improved alignment, reduced workflow ambiguity, and strengthened delivery consistency
- Introduced KPI-driven UX thinking tied to business efficiency and workflow performance
- Facilitated strategic workshops and future-state platform initiatives focused on usability, scalability, and workflow modernization

Independent Consultancy

Mar 2020 - PRESENT

UX/UI Designer

- Partnered with businesses and organizations to create user-centered digital experiences, visual design systems, and strategic website solutions
- Developed wireframes, prototypes, and responsive experience designs tailored to business goals and user needs
- Collaborated directly with stakeholders to translate business objectives into intuitive and scalable digital experiences

American Family Insurance

Mar 2020 - Nov 2025

Lead Senior User Experience Designer

- Directed UX strategy and end-to-end experience design for enterprise digital sales and quoting platforms supporting millions of users
- Partnered with product and engineering teams to define MVPs, workflows, and scalable experience solutions across complex ecosystems
- Led designers, researchers, and content strategists through large-scale redesign initiatives focused on improving operational efficiency, usability, and experience consistency
- Established scalable design operations processes that improved velocity and cross-functional alignment
- Contributed to experience improvements that helped AmFam go from last place to #1 in the J.D. Power ranking within two years
- Championed UX measurement practices and enterprise design system initiatives that improved consistency and reduced design debt



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Silver Star Brands

Nov 2016 - Mar 2020

UX/UI Designer & SEO Strategist

- Led UX research, usability testing, and conversion optimization initiatives for e-commerce and marketing platforms using analytics, A/B testing, and multivariate experimentation
- Created wireframes, prototypes, and UX documentation to support cross-functional collaboration and engineering delivery
- Partnered with product and marketing stakeholders to align SEO, user experience, and customer engagement strategies

Stellar Blue Technologies

Jan 2016 - Aug 2016

Digital Marketing Assistant

- Led UX research, usability testing, and conversion optimization initiatives for e-commerce and marketing platforms using analytics, A/B testing, and multivariate experimentation
- Created wireframes, prototypes, and UX documentation to support cross-functional collaboration and engineering delivery
- Partnered with product and marketing stakeholders to align SEO, user experience, and customer engagement strategies

Stellar Blue Technologies

Jan 2016 - Aug 2016

Digital Marketing Assistant

- Produced digital marketing content and data-informed reporting to support client engagement and campaign performance analysis
- Designed branded digital assets and presented performance insights to internal stakeholders

J. J. Keller & Associates Inc.

May 2015 - Dec 2015

E-Commerce Intern

- Supported e-commerce initiatives through wireframing, competitive analysis, and management of 800+ SEO-optimized product listings