

Thomas Wild

LEAD USER EXPERIENCE DESIGNER | DIGITAL ART DIRECTOR

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PROFESSIONAL EXPERIENCE

- UX / Brand Lead and Co-Founder | Sep. 2025 – Present

Unplex (LegalTech AI Startup) – Responsibilities: Overseeing the entire visual identity, building a top-tier B2B brand. Seamless integration of AI tools directly into lawyers' workflows, intuitive design of complex analysis processes, optimizing user experience.
- UX Lead and Client Experience Specialist | Sep. 2020 – Aug. 2025

Migros Bank – Responsibilities: Initiating a completely new branding, analyzing user behavior, defining personas and customer journeys, leading website redesign, UX consulting for key applications including e-banking, introducing and maintaining the design system.
- Digital Art Director | Mar. 2018 – Jun. 2020

Amina Bank (formerly SEBA Bank) – Responsibilities: Leading the entire branding towards a professional bank. Managing the user experience across all digital touchpoints such as website, desktop and mobile banking applications, and the onboarding process.
- Senior User Experience Designer | Sep. 2016 – Dec. 2018

Scholtysik & Partner – Responsibilities: Tailored e-banking solutions, banking applications, websites, digital branding, user journeys, wireframes, prototypes, screen designs. Clients: Basler Kantonalbank, Bank Cler, Zak, Swiss Grid, SBB, Die Post, SwissID, Maxon.
- User Experience Designer | Dec. 2014 – Aug. 2016

Interbrand – The world's leading branding agency. Locations: Berlin, Cologne, London, Mumbai, Zurich. Responsibilities: Digital consulting, user journeys, wireframes, mock-ups, screen designs. Clients: BMW Group, ABB, Schindler, Jio, Evonik, Rolls Royce, UEFA Champions League.

EDUCATION

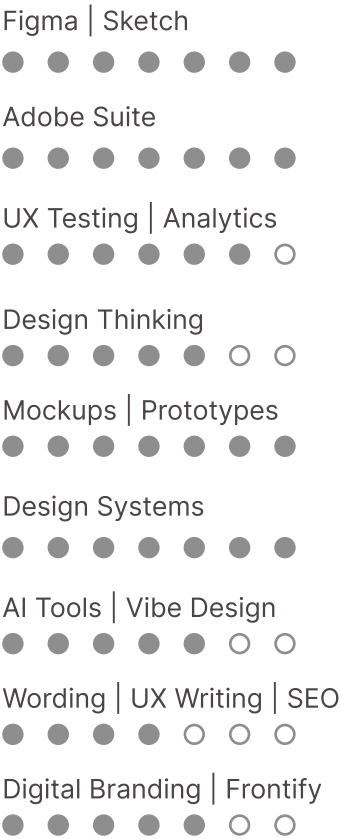
- CAS Digital Leadership | 2023

HWZ University of Applied Sciences in Business Administration Zurich – Strategic use of AI in leadership and management of digital business models.
- Interaction Design | 2007 – 2013

Bachelor of Arts ZFH in Product and Industrial Design with specialization in Interaction Design at Zurich University of the Arts.
- Economics / Business Administration | 2002 – 2006

Studies in Economics with a focus on Business Administration and Marketing at the Faculty of Economics, University of Zurich.

UX SKILLS



LANGUAGES

