

William Weems

Sr. UX/UI Designer

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William is an expert in the areas of UX/UI Design, Front-End Design, Marketing Technologies, E-commerce and Visual Design. He has the ability to visualize the future of the brand and product and share the vision. William demonstrates senior level experience and understanding of modern technologies and methodologies. He is a leader who collaborates within teams or independently and focuses on building relationships and promoting synergy across business, product and development. He strives for constant improvement, positive change and cohesive, comprehensive business and marketing strategies for enhanced profitability.

UX / UI Design

- User Research, Personas, User Testing
- Wireframes, Sketch, Zeplin, Invision, OmniGraffle, UX Pin
- Mobile, Web, IOT
- Scrum Master, Slack, Jira, Asana, Pivotal Tracker

Front-end Design

- Android and iOS Design
- Wordpress
- JavaScript, jQuery, Bootstrap, Foundation
- Responsive HTML, CSS, PHP, .NET, Visual Studio
- Xfinity X1 OS

Marketing Technologies

- Social Media Design
- SEO/SEM, Google Analytics, Web Trends, Hotjar, Crazy Egg, Domo
- Salesforce, Survey Monkey, Constant Contact, MailChimp
- User Testing, Optimizely

Visual / Media Design

- Print Design
- UI for Mobile & Web
- Photography/Animation/Video/Audio Production
- Brand Design
- Adobe CS (Advanced)
- MS Office

PROFESSIONAL EXPERIENCE

TripFiles

Senior UX/UI Designer – Contract 07/2018 - Present

UX/UI Mobile Design (iOS & Android)

- Provide user-centric UX strategies and analysis.
- Design custom UI assets, such as icons, color schemes and screen flows, using Sketch and Adobe Illustrator. Provide final team views using Zeplin and Invision.

Marketing and Design

- Design marketing assets such as logos, color schemes, presentations, animations, videos, MailChimp email campaign templates and other media for Google Play, AppStore and Social Media Channels.

U Space

Senior UX/UI Designer – Freelance 05/2018 – 08/2018

UX/UI Mobile Design (iOS & Android)

- Provided user-centric UX Strategies and Analysis.
- Designed process screen flows and UI assets for Android and iOS.
- Designed desktop application and provided responsive front-end code and assets to the dev team.
- Assisted dev team to establish a scalable server system that included hosting, storage privacy and other security protocols.
- Provided front-end code and assets to the dev team.

Marketing and Design

- Provided brand strategies and designed assets such as logos, color schemes and other brand collateral.

Amplifi

Designer – Freelance 03/2018 – 12/2018

Marketing and Design

- Designed and custom coded the company website in Wordpress. Incorporated video, Yoast and other SEO tools.
- Assisted with brand logo and color scheme updates and provided final formatted assets.
- Designed print collateral such as portfolio posters, product presentations and conference displays.

Banyan Hills Technologies

Senior UX/UI Designer – Contract 01/2018 - 06/2018

UX/UI Design

- Provided UX strategies and analysis.
- Designed wireframes, custom layouts and graphics for client based projects.
- Worked directly with clients to develop system requirements based on UX strategies and analysis.

- Designed animated screens, videos and other graphical assets for the mobile app.
- Designed marketing and brand assets such as videos, animations and presentations.
- Provided front-end code and assets to the dev team.

Aces Health

Senior UX/UI Designer – Contract 07/2017 – 12/2018

UX/UI Application and Mobile Design (iOS & Android)

- Provided UX strategies and analysis.
- Designed mobile screen flows and UI assets for Android and iOS.
- Designed specialized apps for research and healthcare organizations.
- Redesigned existing mobile app, desktop application and website.
- Provided UI assets and front-end code to the dev team.

Marketing and Design

- Designed logos, presentations, tradeshow displays, signage, brochures, business cards and other product and brand assets.

R-Sports

Senior UX/UI Designer – Contract 03/2017 – 07/2017

UX/UI Design and Development

- Provided UX strategies and analysis.
- Designed custom UI assets and white label theme layouts.
- Provided front-end development using WordPress, HTML, CSS and PHP.

2016 RIO Olympics - NBC Comcast / Cox Media Lead Editorial Marketing Design Consultant 07/2016 – 09/2016

Marketing and Design

- Created custom content for cable and on-demand video systems.
- Tracked, planned and scheduled campaigns for the Olympic games.
- Tagged web and cable content for SEO and maintained design assets within the X1 proprietary content management system.
- Created weekly music video playlists based on analytic reports via Music Choice Top 100 Video.

Analytics Reports and Documentation

- Maintained constant project management documentation to stay on track with a tight schedule.
- Designed collection templates, screen flows, icons and final images using the Rio Olympics brand.
- Selected images on Getty for up-to-date event and athlete images.
- Designed menu images for TV, Music, Movies, Events, Kids, Network and Latino collections using existing internal layouts.

Remediation Group/MyMoldDetective

Lead Design Consultant – Freelance 07/2016 – 07/2017

WordPress Design and Development

- Provided UX/UI and website design and development services.
- Designed custom templates and assets for website and web applications.

Marketing and Design

- Provided SEO/SEM consultation services. Implemented Yoast and Google Analytics, Zoho and MailChimp email campaigns and designed social media assets.
- Provided photography and video services.
- Designed brand, product and package collateral.
- Designed trade show displays and materials.

University of Virginia

Lead Design Consultant – Freelance 07/2016 – 03/2018

Teachers in the Movement Civil Rights Project

WordPress Design and Development

- Provided front-end design and development using WordPress, HTML, CSS, PHP and Javascript.

Marketing and Design

- Provided project direction and consultation services.
- Provided SEO/SEM services.
- Provided photography, video and audio services.
- Designed brand, social media and website assets.

Moxie Media & Marketing

Lead Design Consultant – Freelance 03/2016 – 07/2016

WordPress Design and Development

- Provided front-end design and development using WordPress, HTML, CSS and PHP. Implemented Google API Mapping systems for large-scale retail clients locations.
- Mobile application design and development for iOS and Android.

Marketing and Design

- Provided SEO/SEM services. Implemented Yoast and Google Analytics.
- Designed custom websites and social media assets.

DoMyOwn

Senior UX/UI Design Director 03/2014 – 03/2017

UX/UI Design and Development

- Provided UX strategies and analysis for online e-commerce systems including Amazon.
- Provided AB Testing, design assets, and final responsive code to the dev team for desktop and mobile.

Marketing and Design

- Strategized business and campaign efforts. Implemented campaign scheduling and engagement on website and social channels. Provided analytics for campaigns and user engagements.
- Provided white-board and team-strategy sessions for marketing, business and product development.
- Created marketing design assets such as campaign graphics, DIY articles, banner ads, product logos, social ads, info-graphics and tradeshow booth design.
- Gave direction on scheduling, asset creation for social media, email and other marketing campaign efforts.

Red Tree Labs

Senior UX/UI Design Lead Consultant 07/2015 – 02/2016

UX/UI Design and Development

- Created wireframes and screen flows for client applications.
- Provided front-end development using WordPress, HTML, CSS and PHP.
- Provided UX/UI and website design and development services.

LexisNexis

Senior UX/UI Designer / Human Factors Engineer 05/2013 – 03/2014

UX/UI Design and Development

- Developed a working knowledge of user-based behaviors and leveraged them into design system architecture and interactions within the Fraud Risk Assessment application.
- Merged multiple applications into one best of brand security application that is used by top banks, credit and security agencies to protect secured data from fraud. Translated internal requirements and analysis into a working model of the new application. Designed process flows and personas to gain user insights. Packaged design for implementation.

Cardlytics

Senior UX/UI Designer 07/2012 – 05/2013

UX/UI Application and Mobile Design (iOS & Android)

- Lead UX and UI design team on internal and external applications.
- Provided front-end application design and development to the .net dev team.
- Scraped client websites and designed custom UI to be implemented via dom injection.
- Worked with clients, project and product managers to define timelines and guidelines for product development.
- Collaborated with Product Managers, project managers, team leads and developers to build upgrades and enhancements to the robust internal transaction-based application.
- Designed advanced search filtering for large-scale transaction systems.
- Designed cues, targeting, communication and analytic tools for managing campaigns.
- Designed custom applications and special features for larger banks, allowing them to have more control over managing, approving or denying campaign submissions within the channel's cue system.
- Designed internal dashboards for more efficient management of campaign analysis and team engagement.

Red Cedar Solutions Group

Design Director 11/2010 – 07/2012

Development

- Provided design direction on all projects
- Web application design and front-end development.
- Designed style guides and documentation for internal data science charting systems to be used for displaying analysis and metrics of live data within Michigan's education system.
- Worked on state and education projects that spanned K-12 and Higher Ed. Created tools for analyzing and managing scores and other metrics within the education system of Michigan.

- Designed prison record and profile management dashboards that provided access to convict and prison data. Designed security tools with notification and alert systems that were triggered by specific inmate/convict behaviors.

Marketing and Design

- Designed print and tradeshow collateral, presentations, email campaign and social media assets.

HIGHLIGHTED PROJECTS

AT&T / Wipro Technologies Mobile Application UX/UI Design Consultant – Contract 1/2010 – 2/2010 Design and Development

- Created wireframes, high fidelity screen flows and assets for UI interactions.
- Provided in-depth design documentation for visual and interaction requirements.

Dr. Oz/OzWorks and ShareCare Senior UI Designer – Contract 11/2009 – 12/2009 Design and Development

- Provided UX/UI and website design and development services.
- Designed mobile pregnancy app based on book by Dr. Oz. Created wireframes, mockups and provided final assets to the engineering team for implementation.
- Collaborated on other subsidiary websites, such as ShareCare.com.

WebMD Senior Web Designer – Contract 12/2008 – 2/2009 Design and Development

- Provided UX/UI and website design and development services.
- Redesigned the primary website with new ad systems, video players, brand updates, article systems and page layouts.
- Daily projects included image research and editing, website analysis and updates.
- Designed sponsored ad campaigns, wireframes, mockups, interfaces, and other web and print related assets.
- Managed timelines and content development in a fast-paced environment.
- Provided full color mockups and storyboards for sponsors to review their ad placements throughout the website.

University of Georgia / College of Arts and Sciences Web Developer Principal 6/2002 – 12/2008 Design and Development

- Provided creative services such as website design and development, graphic design, photography, video and multimedia to 40+ departments and programs.
- Created custom designs, mock-ups, graphic assets and functioning code.

NC Zoo / NC Zoo Society Webmaster 6/1997 – 6/2002 Marketing and Design

- Designed large-scale architectural signage systems, event displays, interactive kiosks and exhibits, vehicle graphics, marketing design assets, magazine and educational materials.
- Managed a multi-million dollar budget and supervised multiple employees.
- Planned, engineered and installed signage and interactive display systems throughout the park.
- Provided web and graphic design, digital photography, video, IT services, multimedia production, and e-Commerce.
- Worked with Zoo vendors, photographers, and Time Warner to create interactive and webcam online content.

EDUCATION

(1992) Graphic Design, Bessemer State Technical College | Birmingham, AL

(1995) Digital Design, the Art Institute of Atlanta | Atlanta, GA

(2002-2008) The University of Georgia | Athens, GA

Continued Education: Advanced Adobe Creative Suite with certified Adobe Learning Center, Advanced Flash Development, Windows Network and Security Administration, Networked Multimedia Applications and Technology, Streamlining Web Content and Global Networking, Advanced XML, Advanced PHP Development

Professional Courses: Time Management, Team Building, Managing Others, Resolving Differences in the Work Place, Relaxation Under Pressure, Security Training: Identity Theft