



GERALD L. WILLIS



USER EXPERIENCE DESIGNER



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geraldwillis.com

SKILLS

- Graphic Design
- Information Architecture
- Presentation
- Prototyping
- Print Collateral
- Task Flows
- UX/UI Design
- Visual Design
- Wireframing

TOOLS

Axure, Sketch, InVision, Marvel, POP, Keynote, VersionOne

Adobe CC: Illustrator, InDesign, Photoshop, Dreamweaver

HTML & CSS; Wordpress, Symon Design Studio, Sharepoint

Microsoft Office: Excel, Outlook, PowerPoint, Word

Proficient in Mac OS X El Capitan and (PC) Windows 2000 XP

EDUCATION

GENERAL ASSEMBLY, Atlanta, GA
UX Design Full-Time Program

PROFESSIONAL DEVELOPMENT

Nancy Duarte's Persuasive Presentations™ eCourse (Storytelling, Visualizing, Presenting); Lynda.com online training subscription; Crucial Conversations® Training; Customer Service, Ethics, and Leadership Training; INPO Toastmasters

FORT VALLEY STATE UNIVERSITY

Bachelors of Fine Arts Degree in Commercial Design

VISUAL DESIGN & USER EXPERIENCE

AT&T, Senior Visual Designer

June 2017 to Feb 2018

Worked closely with internal business partners; the Brand team on visual element adoption, the Standards team on element and pattern creation/adoption, UX teams on functional design creation. Enhanced the look and feel of the organizational websites and user interface features. Designed website elements (iconography, visual compositions, redlines, static banners, promotional elements, etc.). Created/updated style guides, design templates, and wireframes.

COX COMMUNICATIONS, UX/UI Designer

June 2016 to Feb 2017

Provide visual design guidance and UX/UI support to cross-functional Self Service eCare agile team. Develop desktop and mobile mocks with annotations, based on Cox brand guidelines, for UI development and QA testing within two week sprints. Interpret requirements, create wireframes and assist in the creation of information architecture for experiences that span across all customer touch points.

GRAPHIC SMARTS, Freelance Visual/UX Designer, Principal Jan 2002 to Present

Graphic Smarts is my personal, privately own studio for personal, freelance and contract work. **Monkey Pants Studios**; Visual/UX Design for parking mobile app; **BlacQube Digital Agency**; developed presentation pitches with annotations for top client, Mercedes AMG. **FirstLine Creative**: Created digital banner ads for Carolina HealthTEC Live. **Tanda Canion Ministries**: Brand I.D., Web + Social Media

KEVY, UX Designer

Feb 2016

Provided a more intuitive workflow and user interface for online retailers to interact with and design pop-ups on an email marketing automation platform. Created customizable templates to allow users to select behaviors to qualify customers to view particular pop-ups.

GENERAL ASSEMBLY, UX Designer

Nov 2015 to Feb 2016

600+ hours, over 10 weeks of professional training in UX with a focus on industry best practices. Developed skills in various UX methods. Worked individually and collaboratively in an agile structure on the following projects:

▪ The Home Depot Web & Mobile App Feature

Collaborated with a team of three to create a new feature in mobile app and website. My responsibilities included application analysis, competitive research, user survey research, brand analysis, storyboarding, concept development, prototyping, visual design and presentation.

▪ Lou Lou Boutique Microsite

Created a medium fidelity microsite from a curated selection of 100 handbags from Lou Lou Boutique. Maximized top navigation categories by open and closed card sorting. Streamlined checkout for existing customers and added guest login for guest users. Varied product images, viewing options, and descriptions. Implemented a suggestive item feature.

GRAPHIC DESIGN EXPERIENCE

ZEIDERS ENTERPRISES, *Graphic Support Specialist*

Mar 2014 to Oct 2015

Supported over 700 staff globally for the U.S. Navy through special projects for Commander, Navy Installations Command (CNIC). Managed projects through all phases of development; creating concepts based on customer interaction, designing, revising, troubleshooting, and production. Produced presentations, print, and web content for the Professional Development and Training Team (virtual job/virtual team).

INSTITUTE OF NUCLEAR POWER OPERATIONS, *Senior Graphic Designer*

Oct 2007 to Dec 2013

Provided communication support to internal clients; developed, managed and produced presentations, posters, brochures, infographics, logos. Managed *Bridges* and *Benefits Update* newsletters, magazine articles, graphic support for internal web site (ION). Met with individual stakeholders to create internal content for internal plasma monitors. Worked with other graphic designers, communication professionals and vendors to produce quality solutions that adhered to brand guidelines.

- Developed user interface, branding and launch of *Catalyst*, an employee development training website
- Developed "Grid Iron Challenge" campaign and graphics to motivate employees to participate and successfully exceed contribution goals to the United Way three consecutive years

OPTEUM FINANCIAL SERVICES, *Senior Graphic Designer*

Nov 2005 to Dec 2006

Provided concept development, design layout, project management and vendor relations for a broad range of graphic support of marketing initiatives for internal and external clients. Graphic support included presentations, e-blasts, web design, print ads, exhibits, posters, and collateral items; flyers, postcards and newsletters.

- Graphic Lead for the creation of a loan consultant Recruitment Binder
- Creative Lead for Champions' Club employee incentive program and for *The Big Picture* Executive Road Show - the union of Opteum Financial Services and Bimini Mortgage Management.

FREELANCE GRAPHIC DESIGNER

Jan 2003 to Dec 2010

Consulted with clients, designers, and vendors during short and long term contracts. Provided project management, concept development, art direction and photography, print collateral, branding, presentation; media and web support for clients including: Coca-Cola, Opteum Financial Services, Institute of Nuclear Power Operations, Georgia Department of Human Services, Fulton-DeKalb Hospital Authority, Home Depot.

BAUDER COLLEGE, *Graphic Design Instructor*

Sep 2001 to Aug 2004

Prepared course curriculum, AIGA student advisor, evaluated student projects, exams, and course progress. Demonstrated functional skills with software: Illustrator, Photoshop, Quark, Flash, Dreamweaver, and Fireworks. Taught studio classes that included concept development, color and design principles, and typography. Functioned as internship advisor.

PRESENTATION PRO, *Senior Graphic Designer*

Jun 2000 to May 2001

Designed PowerPoint templates, company promotional material, interface for software plug-in, web-site, and print collateral. Planned project production, managed print projects, and vendor production. Created logos and style guides. Art directed animations.

FIRSTLINE CREATIVE RESOURCES, *Senior Graphic Designer*

May 1999 to Jun 2000

Managed and produced print projects. Created logos, produced Flash and video animations, and designed multimedia interfaces. Designed PowerPoint templates, collateral, banners, and posters. Clients: Nortel Networks, UPS, and Flowers Food

FREELANCE GRAPHIC DESIGNER

Nov 1998 to May 1999

Generated on-site graphics and presentations for meeting and event planning companies. Planned project production, managed print projects, and vendor output. Storyboarded ideas. Clients Included: Sound and Vision Communications (Tampa, FL), FirstLine Creative Resources and The Coca-Cola Company

THE COCA-COLA COMPANY, *Production Artist*

Jun 1996 to Nov 1998

Created high-end business presentations for senior leadership that included on-screen presentation, slides and transparencies, and print design. Developed and produced a vector based logo library for internal, partner and competitor logos.