

GERALD L. WILLIS

Senior UX Designer | AI Experiences | Enterprise Product Design

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PROFESSIONAL SUMMARY

Senior UX Designer with 10+ years of experience designing enterprise-scale digital products and more than seven years leading UX initiatives at AT&T. Proven success translating complex Artificial Intelligence (AI), conversational AI, and machine learning capabilities into intuitive, human-centered experiences that increased self-service adoption and improved customer outcomes. Experienced partnering with product managers, engineering, content strategy, and research teams to deliver scalable enterprise solutions.

TECHNICAL SKILLS

Tools

Figma, FigJam, Lucidchart, UserZoom, Microsoft 365, Adobe Creative Cloud

AI Technologies

Google CCAI, Large Language Models (LLMs), Retrieval-Augmented Generation (RAG), Natural Language Understanding (NLU), Intent Classification, Prompt Design, Conversational AI, ChatGPT, Copilot, Claude, Gemini, Perplexity

Methods

Human-Centered Design, UX Strategy, Qualitative Research, User Interviews, Usability Testing, Accessibility, Design Systems, Component Libraries, Interaction Standards, Conversational Design Standards, Agile, Scrum

EDUCATION

FORT VALLEY STATE UNIVERSITY

Bachelors of Fine Arts Degree in Commercial Design

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

PROFESSIONAL DEVELOPMENT

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

USER EXPERIENCE

AT&T, Senior UX Designer

Flagship App (Network Controls)

June 2025 to July 2026

Lead UX design for network management experiences within the AT&T flagship mobile application, helping customers manage wireless and home internet services through intuitive, self-service experiences.

- Simplified complex diagnostic information into intuitive customer experiences that support faster issue resolution.
- Created prototypes, high-fidelity designs, interaction flows, and production-ready specifications. Contributed to enterprise design system patterns, reusable components, accessibility standards, and interaction standards.

AI Conversational Search

April 2024 to June 2025

Initial UX Designer responsible for defining AT&T's AI Conversational Search experience integrating traditional search, conversational AI, generative responses, and virtual assistant capabilities.

- Created research plans, usability studies, and testing guides to validate AI, search, and chatbot experiences.
- Conducted qualitative usability studies using UserTesting.com to understand customer behaviors, needs, and pain points. Synthesized research findings using enterprise AI tools to identify behavioral patterns and presented actionable recommendations through executive-ready visuals.

Andi Virtual Assistant (Google CCAI)

March 2019 to April 2024

Led UX design on the foundational conversational self-service experiences for AT&T's Andi virtual assistant ecosystem, helping shift customer support from assisted contact toward digital self-service through chatbot UI, customer flows, and intent-based support experiences.

- Developed reusable conversational design patterns adopted across multiple AI experiences. Created fallback messaging when AI confidence was low, helping customers recover gracefully from unsuccessful conversations.
- Designed human-in-the-loop escalation experiences connecting customers to live support when appropriate and customer feedback mechanisms including satisfaction ratings and issue reporting.

USER EXPERIENCE *(Continued)*

Assurant, UX/UI Designer

September 2018 – February 2019

Responsible for enhanced user experiences for sales agents, cashiers, and consumers, self-service insurance web portals; Creating pixel-perfect UI mocks and converting them to interactive prototypes (Sketch and Invision); Creating task and UI flows for new features; Redesigning mobile app to meet new brand guidelines.

IHG, UX Designer

April 2018 to June 2018

As part of the Enterprise UX team, I provided designs for a revenue management product for IHG's hotel-based and corporate users. My responsibilities included: developing high-fidelity wireframes and interactive prototypes in Axure, sketching/brainstorming in working sessions with multiple functional areas, working with other team members to develop standard UI design enhancements; collaborating with project managers, business analysts, designers, developers and product stakeholders throughout the lifecycle of product development and management stages; and conducting UX reviews of final product.

AT&T, UX/Senior Visual Designer

June 2017 – February 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, development and product leads as needed. 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 – February 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 DESIGN EXPERIENCE

Zeiders Enterprises, Graphic Support Specialist

March 2014 to October 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

October 2007 to December 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

November 2005 to December 2006

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 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.