JEFFREY WILLIS
VISUAL CX/UI DESIGNER

EXPERIENCE

CONTRACT │ CX/UI, **Visual Design, Branding, Logo** & **Front-End**

2006 - PRESENT

MON.AI	Remedi
InfluxData	BandPage
Monsoon Beverages	Blowout Salon
Monster Products	Pixelmark
Lifetile	MINIMAL Skateboards
RDUX Design Co.	Porta Vista Hotel San Diego
EverSport	The Glass Door Restaurant
Groove Careers	PrimeShare
Chicks and Sports	Spectre
iPass, Inc.	Heather Rae - Attorney
Trail Training	Soggiorno Battistero Hotel
BrightFunnel @ KPCB	LA Times.com

Keen / Ingentio │ Sr. UX Designer

2016 - Present

Lead Product and Visual Designer for Keen. Providing CX/UX designs that help psychic advisors provide advice to people with pressing psychic questions.

Bay Dynamics, Inc. │ Principal Designer

2014 - 2016

Lead Product and Visual Designer for data security software that organizes and prioritizes security and risk information in an actionable perspective personalized to each member of an organization. Building dashboards, big data design, behavior analytics for insider and outsider threats. Working closely with the product and marketing team.

Contract │ Visual UX/UI Designer

2013 - 2014

Visual UX/UI design for Monster, Inc., Lifetile, RDUX Design. Co, Eversport, Groove Careers and iPass.

Bazaarvoice │ Lead Product Designer

2012 - 2013

Lead Product Designer for Bazaarvoice Intelligence Analytics. Built dashboards for the Bazaarvoice Intelligence Analytics team.

PowerReviews, Inc. - Principal Designer

2011 - 2012

Visual Designer and Interaction Designer for the PowerReviews product suite.

Buzzillions - Principal Designer

2008 - 2011

Overseeing and executing all creative aspects related to the user experience for Buzzillions (Website, iOS and mobile applications). My first major project included the redesign of a new experience to better fit with the Buzzillions key demographics. This aided in the goal to increase searching for products and reviews. I incorporated the feedback from usability studies, online analytic tools, and key stakeholder business objectives to develop a consistent look and simple interaction for the site. Since then, I have completed three redesigns to continuously incorporate feedback from users and usability testing. Buzzillions is the child company of PowerReviews and currently has 4.5 millions visitors per month.

CCDS, LLC. | **Principal Designer**

2006 - 2008

Front-end, branding, logo design, print collateral, visual design and interaction design. Gloo Life - Front-end, branding, logo design, print collateral, visual design and interaction design.

Yahoo! Inc. | **Sr. Designer**

2003 - 2006

Senior Visual Designer for the User Experience Design team at Yahoo!. Created visual designs for Yahoo! Properties such as Finance, Movies, Health, My Yahoo!, News, Groups, and 360. Involved with rapid prototyping and usability testing for these properties. Interacted well with Interaction Designers, Product Managers, Front-End Engineers and User Research.

GSI Commerce | **Sr. Art Director**

2001 - 2003

Designed a single commerce solution that supported close to a hundred new and existing partners with a particular focus placed in the checkout process resulting in a significant increase in conversion rates and customer retention - customer examples include Nickelodeon, Sports Chalet, Tweeter, TV Land, Dick's Sporting Goods, Comedy Central, Pax TV, and more. Managed a team of visual and production designers for all site designs to create dynamic sites focused on user centered design practices. Lead design for core business vertical functionality - checkout, search, category pages, and new design patterns. Created the GSI Commerce corporate identity, web site and style guide assisting the company in a strategic branding transition.

Fogdog Sports | **Creative Director**

1996 - 2001

Created an online brand strategy that positioned Fogdog as one of the top online sporting good retailers which resulted in Fogdog being ranked number 5 in the top commerce sites in Forbes magazine 1999. My platform of user experience, interaction design, and visual design, helped to attain a Nike partnership - unheard of at the time with online retailers. This ultimately led to other major brands developing "concept shops," with Fogdog that began the online commerce presence of brands such as, adidas, Wilson, Reebok, Oakley, and of course the rest of the Nike family. Fogdog was acquired by GSI Commerce in 2000. The Fogdog site has changed a great deal since my involvement.

EDUCATION

Academy of Art University
Attended the New Media and UX/DIG Design BFA program.
Masters - A.S. New Media Design.

SKILLS

My top three skills are:

1. Visual Design - Creating pixel perfect designs – Not only does this create aesthetically pleasing designs, but it makes it easier for the front end engineers to build the designs as well as help strengthen the brand.

2. Interaction Design - I enjoy solving design problems - whether through user testing feedback, reviewing and building user workflows, or by using up-to date design patterns. I'm confident that I can build anything for any platform.

3. Team Player - I believe that everyone is a designer and can contribute, thus making me a great team player that will work directly with the cross functional teams to develop designs that work for the customer and the team. I also enjoy pair designing for faster and more impactful results. My resume and online portfolio will further illustrate my skills.

I have 18 years of experience in visual design to product design, building dashboards, mobile apps, websites and wireframes with prototypes. I enjoy solving design problems - whether through user testing feedback, reviewing and building user workflows, or by using up-to date design patterns. I'm confident that I can build anything for any platform.

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