



Gregory Williams Visual / UI /Graphic Designer

WORK www.creationistherapy.com

EDUCATION

BS Graphic Design June 2009,
AIPH Philadelphia PA

HIRE ME

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ABOUT ME

Hands on design professional with deep passion for human computer interactive design and visual design. Can work independently or collaboratively with small or large teams. I am resourceful, agile and adaptive to changing requirements and timelines. An effective communicator with a customer centric point of view at heart. I can communicate with tactical and strategic stakeholders to facilitate project engagement from concept to delivery. I am confident my passion for art, design and technology would be of great value to you and your enterprise.

EXPERIENCE

WONGDOODY®

Art Director / Visual Designer II

- Create custom look and feel for a variety of client sites.
- Worked with existing design systems as well as created component libraries.
- Created visual designs for digital marketing and print projects.

August 2022 – Oct 2023

**FRESENIUS
MEDICAL CARE**

Contract: UX Designer

- Preformed site audit
- Created wireframes, site maps and created web page animations for page elements

Nov 2020 – Feb 2021

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Consulting: Lead UX/UI Designer

- Worked with strategic stakeholders to define and implement requirements for internal MVP platform
- Worked with project managers and dev software teams to design application prototypes, mockups and wireframes

Nov 2020 – Jan 2021

**A+E
NETWORKS**

Consulting Lead UI/UX Designer

- Worked with strategic stakeholders to define design ideas and strategies
- Defined the look and feel through visual design methods for web, tablet, mobile platforms
- Managed multiple projects and client expectations for both tactical and strategic initiatives with aggressive timelines and deliverables
- Designed static and UI/UX interactive prototypes in core brands for domestic and international channels
- Worked with project managers and agile software teams to design application prototypes, mockups and wireframes
- Designed UI/UX offerings for internal marketing and brands

Nov 2019 – July 2020

BANK OF AMERICA

Consulting Visual Design

- Worked with stockbrokers and financial advisers to create financial widgets for financial applications
- Created and managed digital assets library

July 2019

BET★

Consulting IXD / Visual Design

- Created global promotional broadcast designs for online digital campaigns and television programing.
- Created high-end, intuitive interactive graphics that impacted users positively on an emotional and mental level

Nov 2018 – Jan 2019



Consulting Lead UX/UI Designer

- Developed UX and UI Design and concept for responsive B2C web application
- Created UI elements, Visual language and user flow for mobile game
- Concept and developed brand of AFSW
- Created revenue generating digital and print assets for social and marketing campaigns

May 2017 – Nov 2018



Consulting UI Designer

- Designed and animated 2017 NFL draft banner campaign for Campbell's Soup
- Created and managed digital assets for the web
- Prepared images through compositing, retouching and conceptualized typography for layouts
- Responsible for brand design development, guidelines and methodologies

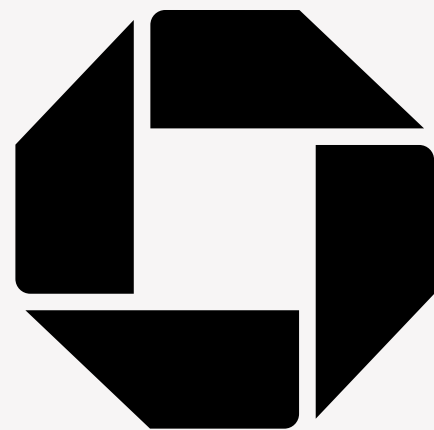
April 2017



Consulting UI Designer

- Redesigned Clemons Meats and Co-Brands sites; Hatfield meats
- Created and managed digital assets for the web production and implementation
- Created responsive web layouts for the IOS platform
- Developed UI Kits that we easily complimented interactions and flows

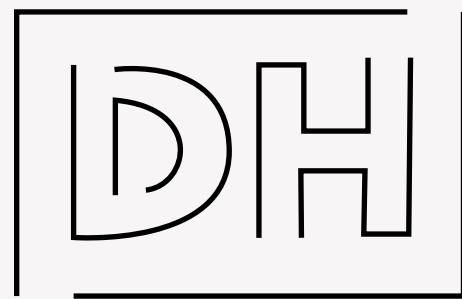
May - August 2016



Consulting UI Designer

- Responsible designing visuals and interactions for JP Morgan banking portal
- Collaborated with business analyst to develop user interaction use cases
- Developed UI Kits and implement brand guidelines

Feb 2016 - April 2016



Consulting UX Designer

- Responsible for creating experience for mobile
- Developed sketches, site map and wireframes
- Utilized UX analytical and critical thinking excurses to help flush out the concept
- Made design edits-based user testing

Sep 2015 – Dec 2015



Consulting UI/UX Designer

- Responsible for creating three concepts for an internal website
- Collaborated with creative team to complete the design
- Used a mobile first UX approach for a responsive design and high fidelity wireframes and PSD mockups

August 2015



Consulting UX Designer

- Responsible for creating interactions and wireframes for educational platform
- Defined the look and feel through visual design methods for web, tablet, mobile platforms

June 2015 - August 2015

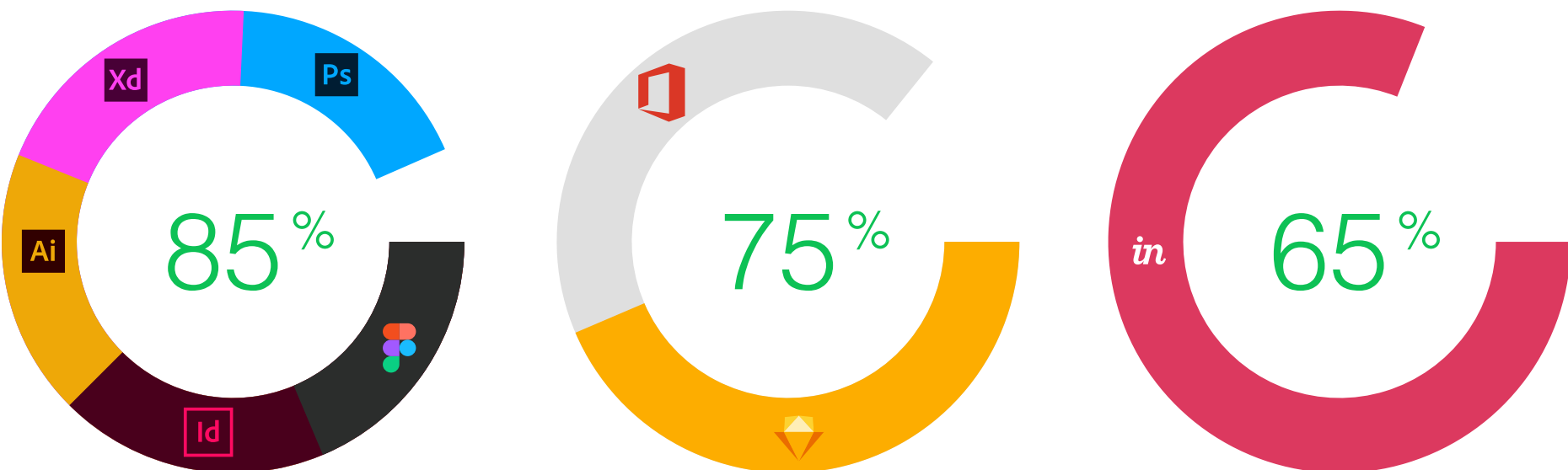


Consulting UX Designer

- Designed a 3D responsive interactive bike experience for DSA.com
- Develop sketches and wireframe for responsive designs
- Presented the concept to client

March - June 2015

SKILLS



DISCIPLINES

- UI Design Mobile design Branding Design Social Media Design
- Prototyping Illustration 2D Animation Concept Design
- Print Design Marketing Design Product Design Broadcast Design
- Wireframes Typography Photo Retouching Photo Composting

TECH

