



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

- Performed 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 programming.
- 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

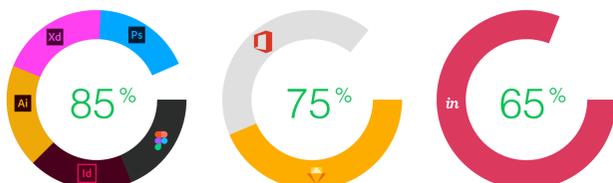


Consulting UX Designer

- 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

