

WILL REESE

User Experience Designer

My goal is to create great experiences that are simple, friendly and intuitive through collaboration and research. A senior digital leader with nine years of creative team management. Experiences range in user experience, advertising, marketing, publication and web. Able to work efficiently under tight deadlines.

EXPERIENCE

AT&T

Contract Information Architecture/ User Experience Designer | 10/16 to 1/17

- Responsible for consulting and updating user experiences for customers
- Built and refined wireframes of key customer-facing att.com webpages.
- Adhere to corporate design standards into mobile and responsive pages.
- Gain knowledge building these usability experiences based off user stories and collaborated with project teams and stake holders in an Agile and Waterfall environment.

ANTHEM INNOVATION STUDIO

Contract User Experience/User Interface Designer | 4/16 to 10/16

- Collaborated with business and technology to drive cross-platform requirements and solutions
- Created wireframes, site maps, mockups, high level prototypes and other artifacts to describe the intended user experience
- Think creatively about business problems, conduct competitive analysis and connect research insights to digital solutions.

THE COCA-COLA COMPANY

User Experience Designer Consultant | 2/16

- Tasked to work on a 3-week project to create an analytics dashboard solution that can advise editorial and content decisions for its websites through effective data management and visualization

GENERAL ASSEMBLY

User Experience Designer | 12/15 to 2/16

- Dynamic and collaborative 10 week (400 hours: 10-hour days/5x per week) accelerator program covering the full range of UX/UI disciplines, practices, and tools—from field and analytical research to high-fidelity deliverables and interactive prototypes
- Worked on two individual projects and two group projects to practice and demonstrate my knowledge of user experience principles and processes

O'NEILL COMMUNICATIONS

Creative Director | 7/14 to 4/15

- Performed client interviews to determine client's goals and user experience needs
- Researched wireframes and design comps to focus on user experience
- Built friendly navigation based on different persona's needs
- Performed competitive analyses on similar websites
- Worked with development team and project manager to manage the design process

WILL REESE DESIGN

Creative Director | 11/12 to Present

- Interviewed clients to determine their goals and user experience
- Researched competitive analysis on similar websites
- Designed user friendly navigation and A/B design comps for client
- Created websites, editorial layout, logos, brochures, marketing collateral and social media graphics
- Provided guidance on social media/blogging strategy and implementation to small businesses

NETWORK COMMUNICATIONS | 2/04 to 11/12

Home Improvement, Best Self Magazines and Apartment Finder

Production Manager/Art Director | 5/06 to 11/12

- Created design comps to focus on user experience
- Worked with development team to manage the design process of new magazine website
- Monitored quality control of product, including ad and editorial design, book production, printing, binding and shipping of Home Improvement and Best Self magazines
- Provided training to outside sales teams and publishers on design and production procedures
- Acted as account manager to outside sales team and publishers to our department
- Managed and implemented social media strategies for Best Self magazine
- Managed and guided creative/production team
- Managed the creative and design processes of creative/production department

CONTACT

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EDUCATION

General Assembly | 2/16

UX Design Immersive

Ohio State University

Columbus, OH

BA in Journalism

Major: Advertising

TOOLS

- Sketch
- Axure
- Keynote
- Photoshop
- Illustrator
- Indesign
- Marvel
- Invision
- POP
- WordPress
- Joomla
- CSS/HTML Styling
- Pencil & Paper
- My Brain

CLIENTS (partial list)

- Arby's
- Best Self magazine
- High Country Outfitters
- Home Improvement magazine
- NW Metro Atlanta Habitat for Humanity
- North Carolina Council for Developmental Disabilities
- Stability Pilates and Physical Therapy
- Southern Bicycle League
- Vita-Prana Yoga
- Wallpaper & Stuff