

# WILL REESE

## UX DESIGNER

### WORK EXPERIENCE

#### WILL REESE DESIGN • Creative Director • 11/12 to Present

- Performed client interviews to determine user experience needs
- Conducted competitive analysis on similar websites
- Built user friendly navigation with 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

#### INFORMATION ARCHITECT

UPS • 4/18 to Present

- Collaborated with cross-functional teams to understand design needs/changes
- Used standard design methodologies, usability studies and website heuristics to design user interfaces
- Designed annotated wireframes and screen flows to visually provide design changes to the application team for development
- Presented wireframes for review to ensure comprehension and agreement

#### GRAPHIC DESIGNER

AMERICAN CANCER SOCIETY • 11/17 to 11/18

- Converted current ACS design templates for marketing campaigns and production usage
- Used online ad builder system to create end user interface for marketing campaign assets

#### INFORMATION ARCHITECT/USER EXPERIENCE DESIGNER

AT&T • 10/16 to 1/17

- Responsible for brainstorming and updating experiences for customers
- Built and refined wireframes of key customer-facing att.com webpages
- Adhere to corporate design standards for redesigned mobile and responsive pages
- Created usability experiences based off user stories
- Collaborated with project teams and stake holders in an Agile and Waterfall environment

#### USER EXPERIENCE/USER INTERFACE DESIGNER

ANTHEM INNOVATION STUDIO • 4/16 to 10/16

- Collaborated with business 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
- Facilitate workshops to creativity vent out innovative health care related projects

# WILL REESE

## UX DESIGNER

### WORK EXPERIENCE (CONT)

#### WILL REESE DESIGN (CONT)

##### USER EXPERIENCE DESIGNER CONSULTANT

THE COCA-COLA COMPANY • 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

##### CLIENTS (partial list)

Arby's • Best Self Magazine • High Country Outfitters • NW Metro Atlanta Habitat for Humanity  
North Carolina Council for Developmental Disabilities • Stability Pilates and Physical Therapy  
Southern Bicycle League • Sylvia Small Communications & Marketing  
Triangle Home Improvement Magazine • Vita-Prana Yoga • Wallpaper & Stuff • Zen Fires

#### O'NEILL COMMUNICATIONS • CREATIVE DIRECTOR • 7/14 to 4/15

- Performed clients interviews to determine goals for user experience needs
- Created wireframes and design comps to focus on user experience
- Built friendly navigation based on different persona's needs
- Performed competitive analysis on similar websites
- Worked with development team and project manager to facilitate the design process of websites
- Creation of websites and corporate identity for new clients
- Created print materials, infographics, brochures, marketing collateral and social media graphics

### EDUCATION

#### General Assembly • Atlanta, GA • 12/15 to 2/16 • UX Design Immersive

- 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

#### Ohio State University • Columbus, OH • 9/91 to 12/95

- BA in Journalism • Major: Advertising

### TOOLS

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