

WILL REESE

UX DESIGNER

WORK EXPERIENCE

USER EXPERIENCE GENERALIST

STATE FARM • October 2020 to Present

- Analyze and redesign sales associate quoting software
- Develop information architecture, designs and documentation
- Lead, guide and execute sales associate journey maps and brainstorming sessions
- Evaluate and discuss design direction with stakeholders, engineers, UX team members and business analysts

USER EXPERIENCE DESIGNER

NCR • March 2019 to March 2020

- Presented designs and recommendations in weekly meetings
- Collaborated with designers, product owners and developers for design improvements
- Created prototypes, user scripts, questions and surveys for user research and testing
- Compiled and presented research results for discussion and feedback

USER EXPERIENCE DESIGNER

UPS • April 2018 to March 2019

- 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
- Presented wireframes for review to ensure comprehension and agreement

GRAPHIC DESIGNER

AMERICAN CANCER SOCIETY • November 2017 to November 2018

- 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

USER EXPERIENCE DESIGNER

AT&T • October 2016 to January 2017

- 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

UX/UI DESIGNER

ANTHEM INNOVATION STUDIO • April 2016 to October 2016

- Collaborated with business to drive cross-platform requirements and solutions
- Created wireframes, site maps, mockups, prototypes and artifacts to describe the intended user experience
- Creatively evaluate pain points and opportunities, conduct competitive analysis and connect with research insights
- Facilitate workshops to creativity vent out innovative health care related projects

WILL REESE

UX DESIGNER

WORK EXPERIENCE (CONT)

USER EXPERIENCE DESIGNER CONSULTANT

THE COCA-COLA COMPANY • February 2016

- 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

CREATIVE DIRECTOR

WILL REESE DESIGN • November 2012 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

PARTIAL CLIENT 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

EDUCATION

General Assembly • Atlanta, GA • December 2015 to February 2016 • 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 • September 1991 to December 1995

- BA in Journalism
- Major: Advertising

TOOLS

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