

Will Bowling | Web Standards UI Designer & Developer

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Summary of Qualifications

User Experience Design and Direction — Over a decade of user experience expertise in the technology industry helping both start-ups and Fortune 500 companies to strategize, define, and design web and mobile products and applications.

Design and Project Management — Expertise in leading small to medium sized cross-functional teams in the product development and software development processes.

- Proven design leadership and team-building skills with solid people, personalities, process, and idea management experience.
- Plan and drive product direction and roadmap.
- Excellent written and presentation skills interfacing with stakeholders (Managers, VPs and 'C' levels) to sell designs that meet both business and design requirements.

Designer, Problem Solver — Extensive hands-on experience designing digital products from concept to deployment that are data and usability driven and user-centric:

- Information architecture, information design, interaction design, requirements gathering, wireframes, user surveys, personas, task analysis, user needs matrix, use case scenarios, process flows, branding, visual design, proof-of-concept prototypes, usability evaluations and testing, and UI development and documentation.
- Industries: B to B and B to C, Technology and Communications, Media, Social Media, MLM, Publishing, Software and Retail.

Technical Skills

XHTML • HTML5 • CSS3 • XFBML • Web Standards Development • Information Architecture • User-Centered Interface Design • Mobile Design & Development • iPad Development • Object Oriented Programming • JavaScript • jQuery 1.4.4 • MooTools 1.3 • Visual Design Principles • CMS Development • AJAX • Accessibility • Cross-Browser/Platform Development • ASP • PHP • Usability • Site Optimization Strategies • MySQL • Findability Strategies • Dreamweaver • Fireworks • Photoshop • Illustrator • InDesign • FLEX • Social Marketing • Macintosh OS X • Linux • Windows 7

Software

Adobe CS5 Master Collection, QuarkXpress™, Final Cut Studio, Pro Tools and Microsoft Office

Languages

English (native), Spanish (conversational)

Experience

10/10 – 12/10 - IDSTC, Tampa, Florida - **Web Designer**

- Creating a mobile app version of the software that will soon be offered to clients as an add-on product that will accompany our MLM software solution. The live XHTML mobile mockup is viewable at <http://tiltedcircle.com/mobile/>.
- Currently implementing CSS3, Font Stacks, jQuery, MooTools and web standards into all of our website templates and future projects.
- Joined team to own and lead user experience, interaction design, and usability across all web and

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mobile products. Advanced to be a key decision maker and Manager on product strategy and concepts within a short time to also lead product development that met company vision, product direction, and brand.

07/10 – 10/10 - NTeyes Inc., Tampa, Florida - **Marketing and Art Director**

- Redesigned NTeyes.com website built on WordPress 3.0.1.
- Installed and implemented Magento e-commerce solution.
- Create and follow through on brand identity for all marketing outlets.

03/07 – 07/07 | 10/09 – 7/10 - BobCAD-CAM Inc., Clearwater, Florida - **Lead Web Designer/Developer**

- Constructed a new user friendly and search engine optimized website.
- Implemented and maintained jQuery libraries in all websites.
- Redesigned and tripled web traffic to <http://www.bobcad.com>.
- Efficiently produced html e-mail campaigns to quickly raise distribution of software.
- Design new logos for current and new software bundles.
- Aided in design and production of postcards and brochures for mass mailings.

07/07 – 07/09 - TAP Publishing, Crossville, Tennessee (WeatherTAP.com) - **Web Standards Designer/Developer**

- Designed and implemented the new user interface and design for WeatherTAP.com and its daily user base of 10k+.
- Responsible for optimization of front end XHTML and CSS of current and new company websites. Optimized and delivered a unique system of organization to aide in development and production on the web farm.
- Collaborating with partners and supervisors to gradually enhance the corporate image of the company. Designed and built the mobile interface for <http://m.weathertap.com>. The need for a lightweight and speedy mobile application for both iPhone and Blackberry were essential.

01/07 – 03/07 - Idearc Media, publisher of SuperPages.com, St. Petersburg, Florida - **Web Developer (Contract)**

- Assisting advertisers with the production of their web site.
- Production of at least one web site a day.
- Developing rapport with established advertisers for unlimited revisions.
- Responsible for calling and gathering content for advertiser's sites.
- Maintaining quality web sites and content for pay per click advertisers.

04/06 – 12/06 - eNox Media, Tampa, Florida - **Senior CSS Web Developer and SEO architect (Full Time)**

- Assisted on Design process of major projects.
- Responsible of development of web sites from ground up utilizing Search Engine Optimization.
- Instilling Web 2.0 guidelines for overall look and feel of all projects.
- Primary Graphic Designer for timely in-house and out-sourced print jobs.

04/05 – 04/06 - In Touch Media Group, Clearwater, Florida - **Online Multimedia Manager**

- Consistently led and maintained online presence and technology for existing and new clientele.

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- Maintained and developed relationships with existing and new contractors.
- Controlling site optimization for Search Engine Marketing campaigns.
- Demonstrated skills involving Search Engine Optimization with CSS and XHTML.
- Ensuring clients with quick and reliable service throughout their campaign.

04/04 – 04/05 - Hartwell Classic Apparel, Hartwell, Georgia - ***Junior Designer***

- Responsible for the design of CSS based email blasts.
- Creating Customized emails and flyers for current promotions or sales kits.
- Lead Photographer for product shots and model shots.
- Primary label designer for new product hangtags or loop labels.

03/03 – 04/05 - New South Publishing Inc., Atlanta, Georgia - ***Freelance Designer***

- Responsible for the design of the new KNOWAtlanta website.
- Utilizing CSS for the layout of the KNOWAtlanta site.
- Responsible for the quarterly KNOWAtlanta site updates.

01/03 – 10/03 - Digital 21, Atlanta, Georgia - ***Contract Web Designer***

- Primary designer of NAPPR.net website.
- Incorporated CSS for navigation of NAPPR.net.

08/01 – 05/02 - Sage Creations, Atlanta, Georgia - ***Freelance software instruction and Graphic Design***

- Assisted client with design ideas for children's book.
- Instructed client on use of design software.
- Familiarized client with the Macintosh environment.

Education

The Art Institute of Atlanta, Atlanta, Georgia

June 2004 - Associate of Fine Arts in Multimedia/Web Design.

References Available Upon Request