

Will Bowling | Web Standards 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

HTML/XHTML (over 15 years) • CSS (over 10 years) • HTML5 • CSS3 • PHP • Web Standards Design & Development • Accessibility • Cross-Browser/Platform Development • Site Optimization Strategies • User-Centered Interface Design • Graphic Design • Information Architecture • Mobile Design & Development • iPad Development • Object Oriented Programming • JavaScript • jQuery 1.5.2 • MooTools 1.3 • Visual Design Principles • CMS Development • AJAX • ASP • Usability • MySQL • Findability Strategies • Social Marketing • Macintosh OS X (preferred) • Linux • Windows 7

Software

Adobe CS5 Master Collection, Coda, BBEdit, Notepad++, QuarkXpress™, Final Cut Studio, Pro Tools, Ableton Live

Languages

English (native), Spanish (conversational)

Experience

The Home Depot Inc., Atlanta, Georgia - Web Developer (Contract)

01/11 – Present

Technologies Used – XHTML, CSS, Javascript, jQuery, JSP, Documentum, XML, AJAX

- Created the HTML and CSS for a new buy online and pick up in store feature that will be going live soon.
- Designed and implemented a front end development style guide for our FED department.
- Assisted in the long awaited drop of Internet Explorer 6 support and the code cleanup that follows.

IDSTC, Tampa, Florida - Web Designer

10/10 – 12/10

Technologies Used – XHTML, CSS, Javascript, MooTools, XML, Flash, XHTML Mobile

- Created a mobile app version of the software that could be offered to clients as an add-on product that would accompany the MLM software solution. A similar XHTML mobile proof of concept is viewable at <http://tiltedcircle.com/mobile/>.
- Implemented CSS3, Font Stacks, jQuery, MooTools and web standards into all website templates for future projects.
- Joined team to own and lead user experience, interaction design, and usability across all web and 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.

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

Technologies Used – XHTML, CSS, Magento, Illustrator, InDesign, Dreamweaver

- 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.

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

Technologies Used – XHTML, CSS, CSS3, PHP, jQuery, AJAX

- 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.

TAP Publishing, Crossville, Tennessee - *Web Standards Designer/Developer* 07/07 – 07/09

Technologies Used – XHTML, CSS, CSS3, Perl, jQuery, AJAX, json, Java, jsp

- 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.

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

Technologies Used – HTML, CSS, Netopia

- 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.

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

Technologies Used – XHTML, CSS, PHP, DHTML, Flash

- 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.

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

Technologies Used – XHTML, CSS, PHP, Javascript

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

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

Technologies Used – XHTML, CSS, InDesign, Illustrator

- 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.

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

Technologies Used – XHTML, CSS, Mac OS, Photoshop, Fireworks, Illustrator, QuarkXpress

- 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.

Digital 21, Atlanta, Georgia - *Contract Web Designer*
Technologies Used – HTML, CSS, Fireworks

01/03 – 10/03

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

Sage Creations, Atlanta, Georgia - *Freelance Graphic Designer*
Technologies Used – Illustrator, Photoshop, QuarkXpress, Mac OS

08/01 – 05/02

- 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