



WILL MERCHAN

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EXPERIENCE

Upstream Tech

Remote

Product Designer

September 2018 - Present

- Design multiple web applications and rapidly iterate based on feedback process
- Connect with customers to understand their needs and translate into product features
- Build front-end application features using ReactJS
- Develop standard procedure for soliciting customer feedback

Sage AI

Remote

Design Engineer

March 2017 - September 2018

- Lead design and front-end development on admin dashboard application in ReactJS
- Optimize and enhance chatbot widget interface and performance
- Provide branding insight and help steer visual communication of brand
- Manage a team of design and front-end developer interns

Questex, LLC

Remote

Art Director

January 2014 - September 2018

- Lead the design of new digital products and iteration cycles
- Manage designers and provide guidance in their career growth
- Expand social media product set with vendor sourcing and integration
- Coordinate with stakeholders to ensure market fit and company vision align
- Implement usability research methods and data-driven design principles

Questex, LLC

New York, NY

Manager, Creative Development

April 2012 - December 2013

- Create UX wireframes and UI mock-ups within a responsive environment
- Assist with front and back-end development using HTML5, CSS3, MYSQL, PHP, and Javascript
- Produce marketing collateral for digital and print mediums
- Ensure seamless integration of client's brand across an array of digital & print products

IBM Corporation

Southbury, CT

Creative Designer

June 2011 - May 2012

- Design wireframes for enterprise level web and tablet applications
- Innovate unique implementations of UX processes in mobile environments
- Generate application interfaces in coordination with front end development team
- QA the front-end implementation of mock-ups and user experience

EDUCATION

Binghamton University

Binghamton, NY

Bachelor of Arts | Graphic Design

2007 - 2011

SKILLS

- End to end product design experience
- Experience in managing both in-house and external design and development staff
- Mentoring and managing career growth of junior designers
- Implementing user research and feedback loops into the design process
- Developing low and high fidelity interactive prototypes
- PHP and Javascript frameworks (Drupal, Meteor, Laravel, ReactJS, VueJS)
- CSS and Javascript based UI animations