WILLIAM ELDER

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SENIOR UI/UX DESIGNER

Innovative, visual designer skilled in designing applications, has in-depth knowledge of the principles of designing user interfaces (UI), maintaining drive towards websites, designing online ads, and more. Experienced in collaborating with cross-functional leadership teams including design, product management, content strategy, engineering, and marketing. Skilled in forging relationships of trust and respect with client leadership by maintaining focus on their core issues, consistently delivering on all commitments and providing stellar instruction and mentoring. Talented communicator, able to strengthen relationships with team members and leadership, build consensus, and elicit clear decisions from all levels of stakeholders.

DESIGNER'S TOOLBOX

Art Direction	HTML5 / CSS3	Adobe Creative Suite
Project Management	Javascript / jQuery	Sketch
Visual Design	API Integration	Origami Studio
User Research	Handlebars/JSON	Balsamiq/Wireframes
Web Design	PHP	JIRA Project Management
User Interface Design	VUE.js	
User Experience Design	Wordpress	
Front-End Development	GitHub	

PORTFOLIO

CarSense - Website & Platform Redesign
http://eldrmedia.com/work/project-1/

eBizAutos - Vehicle Lot Capture Mobile App
http://eldrmedia.com/work/project-2/

Due to an NDA, the client's above have requested that documentation be password protected.
Username: eldrmedia
Password: clients2019

EXPERIENCE

eBizAutos   **2007 – 2018**
UI/UX CREATIVE DIRECTOR   2016 – 2018

- Supervise production of projects for both internal and external clients and be the go-to for any questions on all Creative Design/Development/Timeline issues from the Support and Sales teams.
- Collaborate with various departments to design marketing assets such as branding, infographics, communications, presentations, motion, video, environmental, print and digital.
- Teams with project managers to create a production budget and ensure the content is delivered within budget and to clients' expectations.
- Organize and manage the workflow of the department to ensure day-to-day tactical items are executed on, and strategic high impact work is developed.
- Assist with digital asset management process and partner with the Asset Management team, to ensure assets are reviewed, stored, and securely managed.
- Work with team to provide job assignment/scope and workload balancing to ensure that the project objectives, budgets, and timelines can be met.
- Presented ideas to stakeholders iterating from rough concepts to detailed prototypes to final visual designs
- Assume overall User Interface design & development of Web applications/ Web Apps, incorporating usability; comprehensive workflow, applying standards, using various tools to create graphical interfaces for web-based; rich client; and thick client applications.

UI/UX SENIOR DESIGNER   2013 – 2016
- Redesigned the entire front-end of the company's nine-year-old website making a more responsive website platform increased with the lead generation of 31%.
- Collaborated with agile, multi-disciplinary teams to evaluate the feasibility of proposed features and create phased approaches to development.
- Responsible for collaborating with managers in developing and communicating industry-leading digital creative concepts while balancing strategic development with online business objectives executing them from start to finish.
- Held creative leadership role on internal branding projects as well as for some of the nation's largest automotive groups.
- Trained and mentored junior-level designers ensuring they were up-to-date with the latest design techniques and coding practices.

WEB & GRAPHIC DESIGNER   2007 – 2013
- Responsible for designing and developing web pages and interactive marketing materials such as banner ads, landing pages, buttons, online promotions, and other marketing materials as requested in a fast-paced environment. Duties included HTML and CSS hand-coding, graphic design, UI design, and coordination with other internal development teams.
- Collaborated with multiple visual design style guides and OEM franchise compliancy's to ensure continuity of site design across all consumer touch points.
- Designed web pages, print collateral, and email marketing templates used to create a new corporate image for company re-launch.
- Redesigned and unified marketing materials and collateral that gave rise to a new product image and elevated the brand to a more elegant corporate feel.
- Helped work on an integrated brand strategy, creating visual design concepts, defining product attributes and iconography, to creating detailed visual design specifications for implementation.

BannerView.com
WEB DESIGNER   2005 – 2007
- Developed graphic images and effects to achieve design goals for a variety of websites, PPC display ads, and newsletters.
- Worked directly with the client to establish project scope, interaction guidelines, and project timelines.
- Provided competitive market analysis on the website site and proposed suggestions to the design and available functionality.
- Performed routine updates, upgrades and overall maintenance of websites.
- Ensured accuracy of website content by thoroughly editing and cross-checking.
- Designed and developed clients' proprietary website hosting control panel - still in use to this very day.

EDUCATION

ITT Technical Institute, Las Vegas, NV
B.S. in Digital Entertainment & Game Design, *2007*
A.S. in Multimedia, *2005*