



ACCOMPLISHMENTS

Developed Corporate Branding for eBizAutos and its products.

Design, Development & Implementation of Volkswagen's Incentives System.

Lead UI/UX Designer on the new eBizAutos VUE Web Apps Platform, powering over 1300 websites.

INTERESTS



1-702-769-5479



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WILLIAM ELDER

UI/UX CREATIVE DIRECTOR

5512 COYOTE FALLS CT., LAS VEGAS, NV 89131

EXPERIENCE

eBizAutos

UI/UX CREATIVE DIRECTOR

2016 - Current

This is a multidisciplinary position, so both digital and print chops are a must. The Creative Team functions as a full service agency for eBizAutos, providing creative direction for the brand and design support for every aspect of the business. I oversee the production of projects that drive major change on behalf of our clients both internal and external.

Day to Day

- Work with various company departments to design marketing assets (Areas of work may include: branding, infographics, communications, presentations, motion, video, environmental, print, and digital) Create designs for partner web pages, campaigns, and collateral
- Manage, assign and quality assure all creative team maintenance projects/tickets
- Answer any and all Creative Design/Development/Timeline questions from the Support & Sales Teams
- Analyze user experience problems and create design solutions that meet business goals
- Assume overall User Interface design & development of Web applications/ Web Apps, incorporating usability, comprehensive work flows, applying standards, using various tools to create graphical interfaces for web based; rich client; and thick client applications.
- Stay abreast of UX trends, as well as corporate and industry standards looking for creative ideas
- Iterate on ideas from rough concepts to detailed prototypes to final UI (Visual Design) and present these ideas to stakeholders.

eBizAutos

UI/UX SENIOR DESIGNER

2013 - 2016

Partnered with account managers to create digital marketing concepts and execute them from start to finish. Providing creative leadership on internal branding projects as well as for some of the nation's largest automotive groups. Mentored junior-level designers - kept them up to date with the latest design techniques and coding practices.

eBizAutos

WEB & GRAPHIC DESIGNER

2007 - 2013

Worked with multiple visual design style guides and OEM franchise compliancy's to ensure continuity of site design across all consumer touch points. 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

Designed and maintained numerous websites, ppc display ads and newsletters. Many of which were integrated with the in-house e-commerce system. Designed and developed their proprietary website hosting control panel - still in use to this very day.



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EDUCATION



Bachelors of Science, Digital Entertainment & Game Design
ITT TECHNICAL INSTITUTE - LAS VEGAS, NV
2005 - 2007

Associates of Science, Multimedia
ITT TECHNICAL INSTITUTE - LAS VEGAS, NV
2003 - 2005

EXPERTISE & SKILLS



Art Direction
Project Management
Visual Design
User Research
Web Design
User Interface Design
User Experience Design
Front-End Development

HTML5 / CSS3
Javascript / jQuery
API Integration
Handlebars/JSON
PHP
VUE.js
Wordpress
GitHub

Adobe Creative Suite
Sketch
Origami Studio
Balsamiq/Wireframes
JIRA Project Management