

Will Gelder



willlgelder91@gmail.com

Skills

Design

Service Blueprints •
Information Architecture • Task
Flows • Design Systems •
Wireframes • High-fidelity
mockups

Communication

Facilitator • Collaborator •
Curious • Process Improver •
Inclusive • Objective

Development

HTML • CSS • Javascript

Research

Usability Testing • Journey
Mapping • User Interviews •
Mind Mapping

Tools

Figma • Sketch • VS Code

A personable and curious UX design leader

Experience

CBORD Senior Service Designer

FEB 2019 - PRESENT

- Lead the design strategy and process for key initiatives including: design systems, mobile apps, and product centralization efforts.
- Advise & educate product teams regarding: accessibility, usability best-practices, and research methods to improve product UX quality.
- Create documentation in the form of task flows, service blueprints, and prototypes to promote shared product vision & team alignment across multiple parallel projects.
- Design Lead for a management system for tray delivery in hospitals.
- Mentoring junior designers

CBORD Senior User Experience Designer

MAR 2018 - FEB 2019

- Designed (Sketch) a food ordering app for patients in hospitals. Developed (HTML/CSS/JS) mockups to assist the UI team during development.
- Planned, conducted, and analyzed usability tests for the same app.

CBORD User Experience Developer

AUG 2015 - MAR 2018

- Designed & developed (CSS) a responsive web app used by staff at senior living homes to take resident meal orders.
- Responsive redesign and development of a responsive web app that displays campus menus, complete with nutrition information to help students plan meals.

Will Gelder Freelance Graphic Designer

SEPT 2012 - AUG 2015

- Designed and developed wordpress templates for clients (HTML/CSS/JS).
- Designed icons and logos for clients (Illustrator & Photoshop).

Education

Ithaca College Emerging Media, B.S.

AUG 2010 - DEC 2014

Ithaca College Art, B.A.

AUG 2010 - DEC 2014