

Will Gelder

UX Designer



Skills

Design

Wireframing • Mockups • User Flows • Prototyping • Information Architecture • Design Systems • Interaction Design

Development

HTML • CSS • Javascript • jQuery • Angular.js • Ionic • Gulp.js • NPM

Research

Usability Testing • Journey Mapping • Empathy Mapping • Customer Interviews

Tools

Sketch • Abstract • InVision • Visual Studio Code • Git • Photoshop • Illustrator • Draw.io

Contact

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Syracuse, NY 13210
(585) 519-8806
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Curious • Personable • Organized

Past Experience

CBORD / Horizon Senior Service Designer

FEB 2019 - PRESENT

Design user flows and responsive layouts for a central menu planning feature needed for enterprise menu planners. Design reusable user interface components (with a focus on accessibility) for use by development teams. Design a centralized Point of Sale (POS) management feature for convenience store operators.

CBORD Senior User Experience Designer

MAR 2018 - FEB 2019

Designed, developed, and shipped CBORD Patient; a "bring-your-own-device" food ordering app used by hospital patients, helping to alleviate staff bottlenecks. Conducted usability testing focusing on the onboarding and the ordering features.

CBORD User Experience Developer

AUG 2015 - MAR 2018

Designed, developed, and shipped Selective Dining; a responsive web app used by staff at senior living homes to take resident meal orders. Responsive redesign and development of NetNutrition; a responsive web app displaying campus menus, complete with nutrition information to help patrons plan meals.

Will Gelder Freelance

SEPT 2012 - AUG 2015

Designed and developed wordpress page templates for RewardCamp.com; an ecommerce customer rewards program for the BigCommerce platform. Design posters for various Ithaca College campus events and promotions.

Education

Ithaca College Emerging Media, B.S.
AUG 2010 - DEC 2014

Ithaca College Art, B.A.
AUG 2010 - DEC 2014