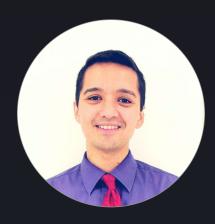
# Will Gelder

**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

232 Robert Drive Syracuse, NY 13210 (585) 519-8806 willIgelder91@gmail.com 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