

# Roo Williams

150 Dekalb Ave  
Ground Floor  
Brooklyn 11217

347-322-8679  
roo@roowilliams.com  
**roowilliams.com**  
**@roowilliams**

Fueled by a burning curiosity and desire to make tomorrow better than today, I strive to create meaningful products and experiences by leveraging the possibilities unlocked by a networked world. I am a Creative Technologist with a passion for strategizing, designing and building products and experiences at the intersection of our physical and digital worlds. I am solutions-oriented and naturally curious, able to deliver succinct insights, and equipped with the vision and skills to execute great work at any level of fidelity. I am passionate about the natural world (and reducing human impact on it), personal electric vehicles (founded EVwhere) and building communities.

## Experience

### Product Developer – Majestyk, New York City

10/2017 – Present

*Majestyk is a digital product agency that specialises in mobile/web development.*

- Building interactive web apps using **React** and **Redux**, using **Webpack** and experimenting with **Next.js**
- Working with designers to investigate technical feasibility, provide frictionless UX, and create delightful interactions.
- Working with back end devs to design and integrate APIs, collaborating using **Git**
- Projects include a high capacity chat client for a life-coaching startup and a quoting wizard for an established insurance agency.

### Senior Creative Technologist – Anomaly, New York City

09/2015 – 09/2017

*Anomaly is an ideas-led, media-neutral, multi-disciplinary agency, AdAge's 2017 Agency of the Year.*

- Championing advertising that is useful rather than distracting I developed digital consumer products and experiences that served as marketing tools.
- I created a collection of industry-wide projects as a way to internally evangelize and develop my own critique of this concept: Branded Utility
- Built prototypes to test and sell in ideas using **HTML5/CSS3, full-stack JavaScript, Sketch, InVision, Arduino, Raspberry Pi, 3D Printing**.
- Served as an in-house tech-lead, advising on technical capabilities to speed up and optimize production timelines.
- Built production level websites as part of integrated campaigns for brands.
- Server configuration and deployment (DigitalOcean)
- Facilitator of maker culture within the organization with initiatives like Anomaly SkillShare and teaching people to use digital fabrication tools.

## Product Designer - TMW Unlimited, London

07/2012 - 07/2013

## Labs Tech Lead - TMW Unlimited, London

07/2013 - 07/2015

*TMW Unlimited are an award-winning customer engagement agency.*

- Designed and built products to demonstrate novel new interactions and capabilities enabled by emerging technology at TMW Unlimited. Themes included connected objects and contextual/physical computing.
- Led multidisciplinary build teams of designers and developers to take ideas to finished products.

## Graphic Designer - Brand42, London

06/2012 - 07/2012

- Worked on UI design for a James Bond, Skyfall campaign for VisitBritain.

## Nike iD Design Consultant - Niketown, London

11/2010 - 01/2012

- Premium customer service, tailored storytelling alongside footwear customizations and telling brand stories.

## Education

### BA Product Design - Central Saint Martins, London

*Student representative, selected to exhibit at New Designers Showcase 2012*

2009 - 2012

### Foundation studies in Art and Design - Central Saint Martins, London

2009

## Skills

Art direction, graphic and UI design: concepts, grid systems, Sketch, Adobe CS

Research and analysis methods, Jobs to Be Done

Design thinking: iterative design, human centered design

UX: personas, journey maps, wireframes

Communication: client presentation & pitch skills, ability to clearly discuss and explain solutions with both technical and non-technical team members

Digital prototyping: React, Redux, JavaScript, jQuery, Node.js, experience with React Native and Vue

Physical prototyping: 3D modelling, 3D printing, laser cutting, workshop skills

Physical computing: Arduino, Raspberry Pi, Electronics