Timothy Schletter

Curious Creative, UX/UI Design & Development

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About me

Curious and creative UX designer and front-end developer with 10+ years bridging design and development for B2B, data, and digital marketing projects. Skilled in HTML, CSS, and visual design, with a strong focus on accessible, WCAG-compliant interfaces. Recently expanded into WordPress development, managing codebases and customizing themes to modern standards. A background in fine arts, animation, music, and data visualization fuels my passion for blending creativity, usability, and storytelling.

Experience

UX/UI Designer & Developer

Western Digital 12/22 - present

- Drive UX/UI design efforts for the development of a user-centric Internal Digital Asset Management tool, to optimize user experience.
- Collaborated directly with IT teams and UI developers to translate DAM design concepts into fully functional interfaces, bridging the gap between design and development.
- Developed design system, style guidelines, and shared Figma components to ensure consistency and scalability.
- Conducted user research to gather insights, validate design decisions, and continuously refine the user interface based on feedback.
- Created wireframes, user flows, and interactive prototypes to visualize and iterate on complex workflows and interface elements.
- Ensured accessibility standards (WCAG compliance) were met throughout the design and development process, making the tool inclusive for all users.
- Collaborated with internal users of DAM to conduct user research and usability testing, presented findings to stakeholders, and worked with the IT lead to develop a strategic roadmap, aligning findings with technical feasibility and immediate development goals.
- Provided design documentation and guidance to support the UI development team throughout the implementation process.
- Created and maintained a scalable Design System in Figma for Corporate Marketing team.
- UI and Visual Design Revamp of Blog by updating UI and visual design to align with modern UX standards, and corporate brand.
- Implemented the development and testing of new visual design in WordPress theme.
- Created design system tokens using CSS variables to implement a cohesive branded visual design
- Developed and integrated light and dark mode styling for the blog site, enhancing accessibility and user satisfaction
- Designed and developed innovative and experimental blog experiences with custom interactions and CSS animations based on Creative concepts.

- Worked with Creative and Editorial teams to iterate on designs and ensure alignment with goals and vision.

UX/UI Designer & Developer / Senior Digital Marketing Specialist
Marsh 06/14 - 12/22
- Developed a scalable, design-agnostic system and custom framework for integration with Adobe Experience Manager (AEM), enabling modular design solutions.
- Collaborated with AEM developers to implement front-end architecture and ensure smooth integration with back-end systems.
- Researched and implemented accessible front-end solutions adhering to WCAG standards and modern browser support.
- Created visual aids for AEM authoring workflows, template/page creation, and style system usage to ensure design consistency.
- Worked with cross-functional teams to optimize UX, visual design, and front-end implementation through iterative processes.
- Facilitated workshops with stakeholders, translating business strategies and user goals into wireframes, components, and user journeys.
- Designed reusable patterns for site search, filtering, and contact management, ensuring UX consistency.
- Collaborated with business units and analysts on innovative data visualizations to enhance user engagement.
- Developed interactive data visualizations for marketing campaigns using D3.js, making complex data more accessible.
- Extended branding guidelines across all digital touchpoints, aligning information architecture, visual hierarchy, and UX.
- Managed design system libraries across global teams to ensure design consistency and efficiency.
- Led UI design for dashboard analytics applications, creating scalable design libraries across global teams.
- Converted designs into web-optimized front-end code using HTML5, SCSS/CSS, JavaScript (jQuery), and Nunjucks.
- Used tools like Git, Bitbucket, Node.js, NPM, Apache, SVN, Gulp, Jira, Slack, and design software including Sketch, Figma, and Adobe Creative Cloud.

Digital Designer
Marsh (Contract) 11/12 - 06/14
- Designed and developed internal and external websites, landing pages, and micro-sites, aligning with brand guidelines and business objectives.
- Built modular, reusable front-end HTML components for featured digital content, optimizing for performance and scalability.
- Delivered web-optimized imagery and digital marketing assets to digital managers for seamless CMS integration and implementation.
- Created responsive HTML email templates with cross-client compatibility, ensuring consistent rendering across major email clients and devices.
- Designed wireframes and high-fidelity mockups for internal and external digital products, based on project specifications and user needs.
- Developed interactive prototypes to validate design concepts and improve the user experience through iterative feedback and testing.

Designer
Freelance 01/06 - 11/12
- Design print and digital content
- Logo design and identity development
- Create and develop splash pages, mini-sites and UI
- Original illustration, layout and concept for marketing collateral and publications • Development and templating in HTML and CSS
- Organize online content, wireframing and design comps in Photoshop.

Clients include Kaiser Permanente, Blackboard Creative, International Museum Theatre Alliance

Creative Recruiter / Designer
Vanguard Temporary Personnel 05/10 - 01/06
- Designed and produced promotional materials across print, digital, and interactive formats, including online assets and interactive PDFs, aligned with marketing objectives.
- Led website redesign projects, developing and coding responsive layouts using HTML, CSS, and WordPress, while incorporating Adobe Creative Suite for graphic and visual design.
- Managed freelance activities within the Creative Staffing Department, overseeing project assignments and ensuring resource allocation aligned with business needs.
- Collaborated with clients and account managers to identify and select optimal creative staffing solutions, ensuring alignment with project goals and timelines.
- Conducted market research on trends in marketing and advertising to inform design strategies and improve campaign performance.

Storyboard Artist / Music Supervisor
Word World, Inc 08/06 - 11/10
- Illustrate and generate storyboards for animatics, enhancing narrative flow and visual storytelling for the editing team.
- Compose original music that resonates with the story, elevating audience engagement and emotional impact.
- Collaborate with composers to shape creative direction of soundtracks, ensuring alignment with project vision and themes.
- Design and implement efficient file management systems in partnership with Production Coordinators, streamlining workflow and enhancing accessibility.
- Organize and manage storyboard files for production, ensuring easy retrieval and collaboration among team members.
- Create dynamic special effects and timeline-based animations using Adobe Flash, Adobe Premiere, Final Cut Pro, and After Effects, bringing projects to life with visual flair.

Tools & Tech
HTML5, SCSS/CSS, JavaScript, D3.js, jQuery, Adobe Experience Manager (AEM) 6.3+, Figma, Adobe XD, Sketch, InVision, Visual Studio Code, Sublime, Gulp, Grunt, Git, Node.js, Bitbucket, PHP, GitHub, Jira, Nunjucks, Adobe Creative Suite, Visualforce, CSS Frameworks

Education
University of Central Florida, B.A. Art, Specialization in Traditional Animation

METIS, Data Visualization with D3.js
NYU SCPS, Web Development With XHTML and CSS