William Metcalfe

UX / UI Designer

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Biography

I am a UX/UI Designer based out of London, Ontario. I specialize in user experience and interface design. I strive to understand what users want and I excel in delivering those needs.

Education

Wilfrid Laurier University

User Experience Design (2018 - 2023)

Bachelor of Design. Currently enrolled.

Fanshawe College

Interactive Media Design (2016 - 2018)

Diploma in Interactive Media Design. Worked with multiple client projects through Fanshawe.

South Collegiate Institute

High School (2012 - 2016)

High school diploma. Graduated with Honours and Summa Cum Laude.

Skills

User Experience

User Testing
User Research
User Observation
A/B Testing
Card Sorting
Tree Testing
Information Architecture
Prototyping

Toolset

Adobe Creative Suite
UX / UI Design
Figma / Sketch
InVision
HTML / CSS
Wordpress
Business Communication
Networking

Experience

UX / UI Designer

Peekapak (2021 - 2022)

Focused on human-centred design to improve the experiences of both teachers and students by leveraging myPeekaville, an online learning game backed by SEL initiatives.

Digital Designer

Smashing Pixels (2020 - 2021)

Created digital experiences to give life to emerging local brands by leveraging WordPress themes and utilities.

User Experience Researcher

March of Dimes Canada (2019)

Researched and created a user experience plan to further improve the online application process for March of Dimes Canada.

Graphic Designer

SiegeGG (2018 - 2020)

Created beautiful graphics to accompany headline news stories in the esports scene.

Collaborated with the video team to create impactful event highlight videos.

UI & Graphic Designer

Trilluim Gift of Life (2018)

Collaborated in teams to create a website and marketing campaign for BeADonor.ca. As the web designer, I designed the site and created marketing materials that we used to drive our social media campaign.

UI & Graphic Designer

LEDC (2017 - 2018)

Collaborated in teams to create a website for the London Economic Development Corporation (LEDC). As the web designer, I was in charge of coming up with the designs for the website, as well as creating infographics, icons, and marketing/promotional materials.