WILLARD GIVENS IV

UX Designer | Front-End Developer

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EDUCATION

Bachelor of Science (B.S.), Music Industry
Minor: Web Technologies and Applications
University of Southern California
August 2017 - May 2021
GPA: 3.5

SKILLS

Design
User Research • Empathy Maps • Personas • Scenarios • Journey Maps • Copywriting • Low-Fidelity Wireframing • Information Architecture • Design Systems/Style Guides • High-Fidelity Mockups • Prototyping • Usability Testing • Figma • Adobe XD • Whimsical • UI Design

Development
HTML 5 • CSS 3 • CSS Frameworks (Bootstrap/Bulma) • SCSS • BEM Naming Convention • JavaScript (ES5+) • Module Bundlers (Webpack) • Version Control (Git/GitHub) • PHP • MySQL • Web Accessibility (ARIA, A11Y, ADA) • Agile Development

General
Data Analysis/Analytics • Communications • Journalism • Copywriting • Publicity • Slack • Notion

EXPERIENCE

(Underlined titles are clickable links)

You're Welcome / Designer and Content Writer
Los Angeles, California
October 2020 – December 2020
- Utilized Squarespace editor to design a public-facing website for the You're Welcome organization.
- Implemented multiple fundamental design concepts (color theory, hierarchy, accessibility) to craft an elegant, usable interface.
- Produced copy for all site pages.

Econia / Product Designer
Los Angeles, California
August 2020 – November 2020
- Empathized with target users through surveys and five 1-on-1 interviews.
- Ideated potential product solutions using user research, persona profiles, empathy maps, and journey maps.
- Developed low-fidelity wireframes and high-fidelity prototypes of the final product using information architecture and a design system.
- Conducted usability testing with five moderated user interviews.

USC Daily Trojan / Columnist
Los Angeles, California
January 2019 – May 2019
- Composed seven articles (published bimonthly) for the Music column of USC's student-run campus newspaper.
- Synthesized yearly music-industry-trend research into contemplative, analytical narratives.

ACHIEVEMENTS

QuestBridge Scholar
October 2016 – Present

Ron Brown Scholar
March 2017 – Present