William K. Bryan

UX Designer | Atlanta, GA | (470) 593-9727

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William is results oriented; a self-motivated entrepreneur interested in contributing his varied skill sets and talents to ensure that company profitability and growth maintains upward mobility while assuring user focused engagement. Fully versed in UX techniques, he is able to deliver research-backed, visual/interactive, specialized solutions. He has owned/operated small businesses and focuses on solution based thinking. His diverse background stems from well rounded experiences in varied fields and his foreign language skills break down communication barriers.

UX DESIGN SKILLS

User Research and User Strategy • User Testing • Personas • Wireframing • Prototyping • User Centered Design • Front-end Programming (Coding) • Responsive Web Design • HTML/CSS • UI Design • Information Architecture • Interaction Design Analytics • Figma • Miro • Canva

UX DESIGN PROJECTS

Responsive Web Design and Prototyping | *Delta.com*   Dec 2021
- This project targeted Delta.com to assess current usability and resulted in design alteration recommendations and user-tested working prototypes.
- Independent work consisting of user interviews, tree testing, heuristic evaluation (NNG), competitive feature analysis, wireframing, user flow testing, several rounds of prototyping (including user testing) and stakeholder presentation.
- Completed using in-person evaluations, Figma, UXTweak, Miro, and Canva.

Mobile Application Design | *Spotify*   Nov 2021
- This project targeted Spotify's mobile application to assess current-state functionality and resulted in design alteration recommendations and user-tested wireframing, mockups and a beta prototype.
- Team of 3 working together consisting of heuristic evaluation (NNG), competitive feature analysis, user interviews, card sorting, tree testing, wireframing, user testing, and stakeholder presentation.
- Completed using in-person and remote evaluations, Figma, Miro, UXTweak, and Canva.

Site Mapping and Information Architecture | *Hollerbach's*   Oct 2021
- This project targeted a local restaurant, Hollerbach's, website to assess overall design and practicality resulting in full design overhaul recommendation including revised sitemap and information restructure to improve findability.
- Team of 2 working together consisting of heuristic evaluation (NNG), competitive feature analysis, complete content inventory, current/future-state site mapping, user interviews, persona development, customer journey mapping, card sorting, tree testing, beta mockup, and stakeholder presentation.
- Completed using remote evaluations, Miro, UXTweak, and Canva.

PREVIOUS PROFESSIONAL WORK EXPERIENCE

Owner | *La Raine's Boutique INC* | Atlanta, GA   Sep 2020-Current
- Apply performance data to evaluate/improve operations, target current business condition/forecast needs.
- Enhance operational efficiency and productivity by managing budgets, accounts and costs.
- Conducted target market research to scope out industry competition and identify advantageous trends.

Logistics Coordinator | *Namano INC* | Tucker, GA   May 2017-Jan 2021
- Monitored imports and exports of goods, adhering to compliance standards across all main carriers.
- Handled high-volume paperwork and collaborated with executives to resolve invoice/shipping problems.
- Developed and deployed strategies to save time and expenses associated with goods movements.

Owner | *Glass Objects LLC* | Atlanta, GA   Jan 2012-Dec 2016
- Devised/deployed sales and marketing tactics for strategic growth supporting revenue growth.
- Oversaw end-to-end business processes to maintain proficiency and profitability.
- Oversaw budget planning and administration/accounting functions and payroll to handle financial needs.

EDUCATION

Certificate in UX Design | *DigitalCrafts* | Atlanta, GA   Oct 2021-Jan 2022
- UX training program covering design fundamentals including, but not limited to information architecture, UI design, interaction design, UX engineering, and design leadership.

Other Relevant Certificates | *Udemy* | Atlanta, GA   conferred 2021
- CSS, HTML, Figma, Webflow, Bootstrap

B.A. - Romance Languages | *The University of Georgia* | Athens, GA   conferred 2009