



✉ will@william-byrd.com

🌐 linkedin.com/in/williambyrd80

☎ 760 . 208 . 3727

FULL PORTFOLIO AT: WILLIAM-BYRD.COM

SUMMARY

Visual craftsman with robust background in UI/UX design & development, user-centered design and brand enhancement; focusing on elegant visuals and effective interaction.

EXPERIENCE

FREELANCE 2017-2019

STARTUP (Unnamed) UI/UX | 2019

Initial visual designs, branding for a developer & partner working on a more integrated scheduling application. In addition to visual designs, I created intuitive flows and meaningful animations throughout an XD prototype covering End User & Admin User functionality.

PROPHET LABS-SHEPHERD CARE UI/UX | 2018

Sub-contracted by lead UX architect to produce and update XD screens and user flows for an assisted living application based on new criteria and business developments.

WENTE VINEYARDS Site Design & Development | 2018 | ravelandstitchwines.com

Site development for a new wine, Ravel & Stitch - responsive design, with a PHP contact form and age verification on page load.

HAPPINESS FOUNDATION Design/Development | 2018 | hfecuador.org

UI overhaul, CSS & theme tweaking along with a simple filtering system for specified donations to children sponsored by the foundation.

GOBAG Brand Designer / Visual Designer (Freelance) | 2017 - Present | gobagpro.com

Used brand development, marketing design, and enticing visuals to aid in landing large accounts such as Six Flags, Caesar's Entertainment, and Great Wolf Resorts, increasing sales and profits.

H2ODYSSEY Design/Development | 2009 - Present | h2odyssey.com

As a Visual designer, maintaining brand integrity across web and print, creating enticing visuals, alluring email campaigns, tight product packaging, and exciting trade show and marketing collateral.

ADICIO INC. UI Designer | 2011-2017 | adicio.com

Transformed enterprise application to responsive design, using SASS, incorporating frameworks, speeding up prototypes and build time while lightening the code base and creating a modern visual design and cohesive experience from desktop to mobile, with greater usability for the end user.

Designed a successful real-time monitoring application for an overseas client to monitor, edit, or delete posts due to inappropriate content.

Redesigned and re-branded corporate site and flagship job board, and took on many roles as a visual communicator, in creating modern visual design and writing copy with input from the business end, to create a more simplified message alongside the new design.

Created a custom SEO landing page generator, enabling clients to easily build content pages where custom copy, videos, feeds, and images could be arranged via a simple UI, to publish landing pages related to job categories, location, etc., increasing overall traffic to client sites resulting in increased numbers of users.

Directly responsible for wire frames, detailed mock-ups, interactive prototypes, and front-end build out for multiple enterprise platforms in addition to client-facing tools, updating UI and enhancing the digital experience, creating a more refined product for clients and end users.

SIGHTLY UI Designer (Freelance) | 2015 | sightly.com

Conceptualized new flows and designs to enhance the experience for a Client Campaign Management application for targeted video ad campaigns increasing usability and tracking for clients.

Brand development, collaborating with Marketing Director on creative visual designs and ad campaigns targeting new clients.

PROFICIENCIES

Visual Design | UI UX Principles | Responsive Design | Prototyping | XD
Agile | HTML5 | CSS3 | SASS | Adobe CC | Photoshop | Illustrator

EDUCATION

Platt College, San Diego CA | **Bachelor of Science** | Web Development, Video Production

Platt College, San Diego CA | **Associate of Applied Science** | Graphic Design

Palomar College, San Marcos CA | **Associate of Arts**