



Jeffrey Willis

# UX Design Professional Resume 2011

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## Experience

### **Buzzillions / PowerReviews Inc. | Principal Designer**

2008 - Present

Responsible for overseeing and executing all creative aspects related to the user experience for Buzzillions (Website, iOS and mobile applications). My first major project included the redesign of a new experience to better fit with the Buzzillions key demographics. This aided in the goal to increase traffic to the site - by helping end users overcome the difficulties searching for products and reviews. I incorporated the feedback from usability studies, online analytic tools, and key stakeholder business objectives to develop a consistent look and simple interaction for the site. Since then, I have completed three redesigns to continuously incorporate feedback from users and usability testing. Buzzillions is the child company of PowerReviews and currently has 4.5 millions visitors per month.

### **CCDS, LLC. | Principal Designer**

2007 - 2008

**CCDS, LLC.** - Front-end, branding, logo design, print collateral, visual and interaction design.

**Gloo Life** - Front-end, branding, logo design, print collateral, visual and interaction design.

### **Freelance | Visual Designer**

2006 - Present

**Spectre** - Branding and Logo Design.

**Heather Rae** - Branding, logo design, visual design, interaction design and front-end.

**iPass, Inc.** - Visual design and interaction design.

**Soggiorno Battistero Hotel** - Branding, logo design, visual, interaction design and front-end.

**Omnicell, Inc.** - Visual and interaction design for proprietary medical kiosks.

**Power Reviews, Inc.** - Visual and interaction design for review product.

**LA Times** - Visual design (collaboration with Spotworks Design).

### **Yahoo! Inc. | Sr. Designer**

2003 - 2006

Senior Visual Designer for the User Experience Design team at Yahoo!. Created visual designs for Yahoo! Properties such as Finance, Movies, Health, My Yahoo!, News, Groups, and 360. Involved with rapid prototyping and usability testing for these properties. Interacted well with Interaction Designers, Product Managers, Front-End Engineers and User Research.

### **GSI Commerce | Sr. Art Director**

2001 - 2003

Designed a single commerce solution that supported close to a hundred new and existing partners with a particular focus placed in the checkout process resulting in a significant increase in conversion rates and customer retention - customer examples include Nickelodeon, Sports Chalet, Tweeter, TV Land, Dick's Sporting Goods, Comedy Central, Pax TV, and more. Managed a team of visual and production designers for all site designs to create dynamic sites focused on user centered design practices. Lead design for core business vertical functionality - checkout, search, category pages, and new design patterns. Created the GSI Commerce corporate identity, web site and style guide assisting the company in a strategic branding transition.

Experience

**Fogdog Sports | Creative Director**

1998 - 2001

Designed a single commerce solution that supported close to a hundred new and existing partners with a particular focus placed in the checkout process resulting in a significant increase in conversion rates and customer retention - customer examples include Nickelodeon, Sports Chalet, Tweeter, TV Land, Dick's Sporting Goods, Comedy Central, Pax TV, and more. Managed a team of visual and production designers for all site designs to create dynamic sites focused on user centered design practices. Lead design for core business vertical functionality - checkout, search, category pages, and new design patterns. Created the GSI Commerce corporate identity, web site and style guide assisting the company in a strategic branding transition.

**Cedro Group | Sr. Art Director**

1996 - 1998

Sr. Art Director for the Cedro Group. Visual design and front-end development for top sports brands sites such as Trek, Trek BMX, Pearl Izumi, Helly Hansen, Tecnica USA, Motorola, along with 30 other sporting goods brands. Cedro Group changed business models to focus on ecommerce solutions for the sporting goods vertical and help top sporting goods brands such as Nike; changing the site to fogdog.com, one of the top 5 destinations for sporting goods.

Education

**Academy of Art University** - BFA Program, Digital Arts and Communication, New Media Design.

**Masters Inst.** - A.S. New Media Design.

Tools

Adobe CS5, CSS, IntelliJ, Coda or any text and HTML editor, Omni Graffle, Final Cut Pro, After Effects, Reason, Logic Pro, Ableton Live, and Native Instruments.

Accolades

**My Yahoo! - Webby Awards:** People's Voice Winner 2006

**Yahoo! Finance - Webby Awards:** Nominee 2003, 2006

**Upload - Taking Print To The Web,** 1998

Showcased Trek and Trek BMX web sites. Illustrations and design descriptions for 14 case studies of taking traditional print media to the WEB, "brick and mortar" to "click and mortar".

Portfolio

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Connect

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