



## INFO

### Joe Williams / JW Designer

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LOCATION: TUNBRIDGE WELLS, KENT, UK.

DOB: 18/03/1993

## PROFILE

I'm a degree-educated designer, multi-disciplined across a wide array of disciplines. My experience showcases a passion and devotion to design across multiple sectors. I have focused my career on UX / UI design and product design, enjoying the design process and constant evolution of digital products. One of my key strengths as a designer is adaptability, coming from an agency background – I am comfortable transferring between design systems and managing multiple projects effectively. I enjoy helping brands fulfil their true potential, as well as setting up new ones for future success. I trust in the power of great design and thrive in the agency atmosphere.

## EDUCATION

UNIVERSITY OF KENT

HND - 2014-16 | Merit

BA - 2016-17 | 2:1

## PROFICIENCIES

- Adobe Creative Suite Fluent (PS, AI, XD, PP, ID)
- Figma
- Prototyping
- UI Design
- User Experience Design
- Design Strategy
- Content & Content Writing
- SEO Optimisation
- HTML Fronted Development
- CSS
- User Testing & Quality Assurance
- Project Management
- Asset Creation & Organisation

## EXPERIENCE

### UI / UX DESIGNER

APPROVA CREATIVE AGENCY - LONDON.

6 Months

07/2023 - PRESENT

Leading the digital and creative output of the UK / US-based agency - a design-focused agency specialising in lifestyle & luxury brands. Responsible to the Creative Director, I lead the output on UI / UX digital projects, as well as branding projects and content creation to serve the needs of the agency's internal marketing material. I was tasked to conceptualise the new art direction for the website of the digital marketing agency and competed against their long-standing internal UX/UI designer and Creative Director. Resulting in my concept being selected by the CEO, allowing me to design the full site and build the assets to accompany the implementation on Sitecore CMS.

- UX / UI Design
- User Experience Strategy, Planning & Design
- Art Direction
- Design Strategy
- Content Strategy
- Digital Asset Creation
- Logo Design & Logo Design
- Documentation & Presentation Design
- Developer Handoff & QA
- SiteCore, Magento, Shopify, Wordpress Development

### UI / UX DESIGNER | DESIGN & STRATEGY LEAD

KRIEDER STUDIO / TBI TILE BROKER INTERNATIONAL - TONBRIDGE

3 Years

12/2019 - 07/2023

Leading the group strategy & design for all digital, print media and social mediums. I was responsible for the ground-up design and development of websites for Krieder Studio, a luxury design studio specialising in GermanMade kitchens and for sister tile brokerage company TBI. Under my direction, the company thrust into the eCommerce sector with integration built into both sites. I built and managed a team to service the needs of both websites with development and digital marketing resource brought in-house to build the digital success of both brands. In-depth market research and competitor analysis were conducted to guide the design and user experience of all the digital products, whilst analytics to evaluated implementation. Multiple marketing channels were managed under my creative direction and output, taking Krieder to the likes of National interior design publication Living Etc and very good results when tracking via digital QR code.

- UX / UI Design
- eCommerce Website Development & Management
- Interaction Design
- Brand Tone of Voice & Digital Communication.
- Content/SEO Copy Creation
- SEO Optimisation
- eCommerce Product Database Creation & Updating
- Content Creation (digital media; banners, optimised images)
- Social Media Management & Digital Content Creation.
- Corporate Graphics (vehicle vinyl & building signage)

### DIGITAL DESIGNER | AGENCY UI/UX DESIGNER

BING DIGITAL AGENCY - KINGS HILL

2 Years

10/2017 - 11/2019

Designing and managing small to medium-sized projects across a wide range of industries. Design for both Magento e-commerce platform and WordPress varying in scope and functionality. While maintaining a support ticketing system providing website support and design improvements to existing retainer clients. Usability testing protocol and cross-browser testing. Communication with external developers of varying nationality + skills.

- UX / UI Design
- Responsive Design
- Wireframing
- Usability Testing
- UX Audit Conducting
- Agency Branding & Logo Refinement (still implemented)
- Agency Documentation Design (internal + external)
- Social Media Campaigns & Analysis

### GRAPHIC INTERN

GIVERGY GROUP - RICHMOND

6 Weeks

08/2016 - 09/2016