

William F. Sterling

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portfolio: www.wfsterling.com

UX Designer / UI Designer / Sr. Designer

HTML5 / CSS3 / jQuery / Responsive Design/ Wireframes / Prototyping / Graphic Design / SEM / Branding / Creative Leadership / Small Business Solutions

Branding: Classically trained artist/designer with 10+ years UI/UX/Multimedia design experience for small to large businesses. Focus on quality design and engaging user experiences. Work with Product Owners, Developers and Business Stakeholders to create new products, envisioning, forms, landing pages and sales funnels. Creative Director experience, design for web, video and print.

UX Designer/Developer: Comfortable working independently or within an Agile team. Interactive and front-end developer using daily HTML, CSS3, jQuery, Photoshop, inVision, Balsamiq. Rapid prototyping, interactive wireframing and sketching. Comfortable designing AND developing or designing and consulting.

Career Track: Professional growth through such positions as Flash Developer, Front-End Web Developer, Sr. Designer and UI Designer/Developer, UX Designer, Art Director and Creative Director.

Obsession with trends: Yesterday it was Flash, today it's DSLR, jQuery, Responsive Design, Bootstrap and HTML5. Comfortable learning new systems, frameworks and dev environments. OCD with web conventions and elegant/effective design.

SELECTED SKILLS & ACHIEVEMENTS

» UX Designer for Bankrate (May 2014 – Present)

- UX Designer for \$70 Million+ B2B application for national insurance carriers and agents
- HTML, CSS, javascript, jQuery, PHP, Agile environment
- Wireframing, prototyping, responsive & mobile design
- New product integration with over 200% yearly growth
- Creative leadership, product envisioning and mentoring of graphic designers, UX Designers and developers.

» Creative Director / Sr. Designer for TAPIT Worldwide (2012 – 2015)

- Lead UI Designer for high-traffic, customer facing application.
- Interactive front-end developer for lead generated sites/SEM/Display Advertising funnels.
- HTML, CSS, javascript, jQuery, ColdFusion, SVN (Version Control), Fusebox (Framework).
- Photoshop wireframing, client and in-house user research.

» Flash Developer / UI Designer for ACT (2010 – 2012)

- Interactive Flash presentations / demonstrations for conversions.
- ActionScript, javascript, HTML, CSS and ColdFusion, SVN.
- Designed “selling websites”, WordPress sites, social media integration, and rebranding.
- Flash animation, wireframes, custom graphics (Photoshop/Illustrator), sound editing.

» UI Designer / Web Developer for America's Job Network (2006 – 2010)

» Instrumental in gaining \$108 million in venture capital for Webroot Software (2005 – 2006)

Created custom interfaces for marketing new technologies in the spy-ware industry to potential investors. Worked closely with the VP of Threat Research to create a unique/successful UI that combined PHP, ActionScript, Javascript, Microsoft *DAT files, multiple servers and 1000s of bots scouring the web.

EDUCATION

Columbus College of Art and Design, Columbus, OH—Animation, Fine Art (4 years)

BFA – University of Colorado at Boulder, Major in Illustration & Painting (2 years)