



W. Scott Williams

321.300.8700 | w.scott.williams@gmail.com | <http://wsw.guru> | <https://www.linkedin.com/in/wswilliams>

Profile

I am an experienced Senior Principle User Experience Specialist with more than 28 years designing successful web sites and web applications. My natural-born artistic talents coupled with studies in graphic design, visual presentation, user-centered design, UX design sessions, and business analysis allow me to break projects down to their basic visual needs and build from there. I possess years of programming experience that also allows me to understand the limitations of a chosen platform and work within those limitations to deliver a solid, usable interface. Combining these skills provides me a unique advantage in my field. An advantage that offers clients the knowledge and experience of three user interface disciplines in a single resource.

LinkedIn Profile: <https://www.linkedin.com/in/wswilliams/>

Experience

SENIOR PRINCIPAL USER EXPERIENCE SPECIALIST, VERITAS TECHNOLOGIES

JUNE 2015 - DECEMBER 2024

I was brought on board to work on Veritas's Velocity product, but quickly transitioned to a more enterprise level user experience contributor. In my time with Veritas I have grown to be one of a handful of subject matter experts for user experience. During my tenure my responsibilities have included:

- Designing the Veritas Support applications user experience and user interface. Created a responsive design language framework called Candor, for Bootstrap.
- Designing the Velocity™ user experience and user interface with a team of designers. We worked with UX researchers, developers, product owners, and project managers in an agile environment to bring the user experience to life.
- Designing the CloudPoint™ 2.0/3.0 user experience and user interface with a team of designers. I conceived a UX and UI that was consistent across multiple workflows and would iteratively ready the product for touch and mobile devices.
- Designed and coded the UX/UI for the Grissom - Customer Search Investigation AI search tool for Veritas employees to quickly find support content for customers.
- Designed and coded the presentation layer for the Download Center, the Support Case Management, and the Appliance Deployment Process web-based applications.
- Was a primary contributor to the Veritas Design Language project. This is a unified web design language for all Veritas products. Built on Angular 2 it contains not only responsive Sketch-based designer assets, but also fully coded web assets that developers can implement with minimal coding.
- Produced multiple clickable prototypes using Figma, Sketch, and Axure RP Pro for demonstrations and user research sessions.

- Led many design sessions with developers and product owners using simple whiteboard sketches to full rapid design lab methodologies.
- Mentored summer interns.

SENIOR USER EXPERIENCE SOFTWARE ENGINEER, WYNDHAM VACATION OWNERSHIP

OCTOBER 2007 - JUNE 2015

I began as a front end web developer and over the years have transitioned to be the single, full-time User Experience Designer for Wyndham Vacation Ownership (WVO). During my tenure my responsibilities have included:

- Designing user interfaces for internal applications
 - Designed the ARDA Award winning Physical Inventory Management application
 - Worksheet Automation
 - Rate Plan Management
 - Call Center Agent Desktop
 - Inventory Availability Management
 - Customer Reward Points Portal
 - Legal Department B2B Portal
 - Firm Offer of Credit
- Coded user interfaces for applications including:
 - Physical Inventory Management (ExtJS)
 - Worksheet Automation (jQuery)
 - Inventory Availability Management (ExtJS)
 - Firm Offer of Credit (HTML/JavaScript)
- Designed customer facing web sites (wire frame level)
- Establishing best practices for the User Experience team
- Managing contracted resources
- Facilitating UX sessions with business stakeholders
- Troubleshooting/Repairing vendor code bugs in the front end code
- Provided technical analysis of code and design from vendors
- Build clickable prototypes of web applications using Sencha, Azure, and Dreamweaver
- Designed applications based solely on business requirements and technical documents
- Work collaboratively with in-house, remote, and off-shore resources

WEBMASTER, NEMOURS CHILDREN'S CLINIC

OCTOBER 1997 - OCTOBER 2007

The World Wide Web was in its infancy when I was hired to be one of three Webmasters. I quickly became the single Webmaster. As the Web matured I transitioned to be the Senior Web Designer/Developer. During my tenure my responsibilities included:

- Designed/Coded countless intranet applications
- Company Online Rolodex
- Online calendar solution
- Designed, built, and deployed a Cold Fusion-based CMS (WysiWeb) to allow departments to maintain an intranet presence
- Designed the main Nemours web presence
- Updated web content when requested
- Managed web team resources
- Worked collaboratively with team members in different cities and states
- Managed web servers
- Designed logos and provided artwork for digital needs
- Facilitated new employee orientation presentations
- Established best practices for the web team
- Database architecture
- Information architecture

WEB DESIGNER/DEVELOPER, HARCOURT SCHOOL PUBLISHERS

FEBRUARY 1996 - OCTOBER 1997

Fresh out of college I was hired as a freelance graphics designer and web developer. At the time web development was very basic. Restricted to 256 colors, tables, and images for engaging web design I was able to help Harcourt deploy web-based, educational, supplement applications for their printed schoolbook products. During my tenure my responsibilities included:

- Graphic design
- Created engaging web imagery within a 256 color palette
- Provided HTML to mid-tier developers for PERL integration
- Provided graphics to interactive developers for Macromedia Director

WEB DESIGN ADJUNCT PROFESSOR, VALENCIA COMMUNITY COLLEGE

DECEMBER 1995 -MAY 1996

Taught the first web design class offered at Valencia. It was a chance to develop curriculum to take the field of Graphic Design into the new realm of the Internet.

Education

Valencia Community College – Associate of Arts, 1994

Valencia Community College - Associate of Science Graphic Design & Visual Presentation, 1995

Skills

- Figma (Advanced Level)
- Sketch (Advanced Level)
- AxureRP Pro (Master Level)
- Adobe Creative Cloud: Expert Skill in Illustrator, InDesign, Muse, and Photoshop
- WCAG Compliance Experience
- ADA Section 508 Experience
- Microsoft Visual Studio Code
- Cody AI for Visual Studio Code
- Apple Keynote, Microsoft Word, Excel and PowerPoint
- Windows and Mac OS X Platforms
- Mobile OS User Interface Design Knowledge
- Expert in HTML 5, CSS 3, and JavaScript
- Sencha (ExtJS) and jQuery
- Advanced Wireframe and Prototyping Skills For Desktop and Mobile
- Advanced Experience in iOS and Android Mobile App Design
- Experience with content management systems (Adobe Experience Manager)
- Well versed in both Agile/SCRUM and Waterfall
- Technical Annotating

References

Linda Massie
Distinguished Designer at Medtronic
lindazmassie@gmail.com

Samantha Harper Boix
Senior User Experience Designer
samantha@samboix.com
904.294.6112

Diana Chow
User Experience Researcher
diana.chow@veritas.com

Ben Cartagena
User Experience Designer
ben@salsasynergy.com
407.539.4670

Wayne Summers
Owner, CrossFit Country
wayne@crossfitcountry.com
407.375.0038

Laurie Kimbrough
Business Analyst, Wyndham Vacation Ownership
lryahn@yahoo.com
407.276-0955

Disclaimer: To protect the intellectual property of current and past clients and employers I can only show samples of my app designs in person. As limitations are lifted I will publish application design samples on my web site wsw.guru.