

# Jeremy D. Williams

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## EXPERIENCE

### Senior User Experience Architect, We Are Unlimited (McDonald's Agency of Record)

October, 2017 - Present, Chicago, IL

- Advocate for the consumer and plays an integral role in the development of WAU's clients' digital experiences.
- Works closely with all in-house teams and contributes to the planning process by developing architectures
- Synthesize and apply research findings to aid the team in developing and prioritizing experiential changes
- Applies design thinking and user-centered principles to help create effective and usable products
- Prepare documentation (site architectures, wireframes, use case scenarios, usability findings, flows, etc.)
- Lead and collaborate with project team members and clients to develop delightful and engaging solutions.

### User Experience Strategist, FCB Global

November, 2015 - September 2017, Chicago, IL

- Guided and played an active role in the creation and delivery of well designed documentation (user personas, experience maps, interactive and static wireframes, prototypes etc.) to support the design and execution of a range of products and marketing campaigns
- Ensured collaboration and clear communication with cross-functional teams, disciplines and clients to facilitate the implementation of strategic vision
- Defined best practices and deliverables to facilitate the creation and final execution of the UX deliverables
- Provided guidance and critical feedback to the execution of UX team deliverables based on strategic vision
- Collaborated with cross-disciplinary teams to concept and develop interactive solutions
- Created thought leadership content that help inform clients and demonstrate the agency's depth of knowledge

### User Experience / User Interface Designer, Freelance

July, 2014 - December 2015 | New York, NY & Chicago, IL

- Participated in project planning meetings and brainstorming sessions through ideation and design perspectives while working closely with internal teams and clients.
- Defined site architecture and navigation that served as a blueprint of the experience
- Helped design and conduct interviews, user testing sessions and presented findings
- Prepared, presented and defended ideas to internal and external stakeholders
- Produced wireframes, site maps, work flows, personas, feature lists, mockups, business rules, working prototypes and other artifacts to describe the intended user experience

### User Experience Designer, VaynerMedia

August, 2012 - July 2014 | New York, NY

- Led a team of two including an associate user experience designer and user researcher.
- Collaborated with internal and external teams to define user requirements.
- Conducted user research studies, including the analysis and implementation of findings.
- Developed design artifacts as appropriate such as UX strategy documents, personas, user stories, flow diagrams, wireframes, interactive prototypes, specifications, visual design comps, and usability reports.

### Content Editor, Tumblr

February, 2011 - May 2012 | New York, NY

- Delivered audits on various tags to help define the content strategy for the 'Explore' and 'Search' functionalities.

## EDUCATION

### Masters of Communications, 2011

VCU Brandcenter, Richmond VA

Concentration(s): Experience Design, Creative Technology

### Bachelor of Arts, 2009

Howard University, Washington, D.C.

Concentration(s): Journalism, Graphic Design

## SKILLS

Axure  
After Effects  
CSS  
Final Cut Pro  
HTML

Illustrator  
Indesign  
Invision  
Omnigraffle  
Photoshop

Sketch  
Wordpress  
Invision  
Omnigraffle  
Photoshop