

# Jerry Williams

Email address  
hi@jerrydesigns.com

Portfolio website  
jerrydesigns.com

Portfolio password  
midnightafternoons

Phone number  
(360) 787-6933

Location  
Portland, Oregon

LinkedIn  
jerrywilliams

## Education

**Gonzaga University** 2010 – 2014

**Broadcast & Electronic Media Studies**

- Concentration in Visual Literacy

**Political Science**

- Concentration in Pre-Law

- Minor in Women's and Gender Studies

**Springboard** 2020

UX/UI Design Career Track

## Tools

### Design

Figma / Sketch / XD / InVision / Marvel

Adobe Creative Cloud

Axure / Framer / OmniGraffle

Hotjar / Maze / UserTesting

FigJam / Miro / Mural

Pendo / Google Analytics

Typeform / Google Forms

SurveyMonkey / AskNicely

### Development

CodePen / JSFiddle

Git / GitHub

Jira / Confluence / Trello

Bootstrap / Webflow / WordPress

Dreamweaver / Visual Studio

Chrome Developer Tools

Storybook / Zeroheight

## Experience

### Senior Product Designer

Jul 2021 – Present

#### Act-On Software

Portland, OR

I currently manage our design system and collaborate cross-functionally to research, design, test, and ship SaaS experiences for the MarTech industry.

- Redesigned the first-time user experience onboarding flow, increasing utilization of key product features and reducing related customer support tickets by more than 20%.
- Partnered with the Director of Diversity and Inclusion to audit and redesign key experiences and branding to represent the breadth of customers and ensure product experiences are equally engaging for all users.
- Researched, redesigned, and developed all email notifications within the application to reflect updated branding.
- Mentor junior designers to help them develop their skills and become more confident, holistic thinking leaders.

### Lead Digital Product Designer

Jan 2019 – Jul 2021

#### Narrow Gate Media Company

Vancouver, WA

I managed a small design team working on discovery, user research, and product design for digital marketer experiences. Additionally, I oversaw all aspects of design and development for customer-facing websites connected to their lead generation API.

### Digital Design Coordinator

Jun 2018 – Dec 2018

#### Coastal Software

Vancouver, WA

I was contracted to spearhead the redesigns of several core products for Coastal's suite of payment processing products and turn-key solutions. Additionally, I worked cross-functionally to redesign marketing websites and developed corresponding email, web, and social media content.

### Digital Marketing Coordinator

Feb 2016 – Jun 2018

#### Income Property Management

Portland, OR

I led a digital marketing team to develop websites tailored to the multi-family real estate industry, reaching hundreds of Portlanders daily to provide access to fair and equitable housing opportunities.

### Digital Marketing Specialist

Jul 2014 – Aug 2016

#### Unified Marketing Solutions

San Francisco, CA

I worked cross-functionally to design and develop client-facing websites, paid media campaigns, and all manner of written deliverables. I also coordinated a range of marketing and communications projects and developed effective strategies to increase product engagement and drive market performance.

## Skills

### Discovery

Affinity Diagramming  
Card Sorting  
Comparative Analysis  
Contextual Inquiry  
Journey Mapping  
Persona Building  
Storyboarding  
Usability Testing  
User Interviews

### Design

Accessible Design  
Content Design  
Data Visualization  
Illustration / Icon Design  
Information Architecture  
Interaction Design  
Prototyping  
Responsive Design  
Wireframing / User Flows

### Development

Front-end Development  
HTML / CSS  
JavaScript / jQuery / React  
Agile / Kanban / Scrum