

# André E. Williams

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## Senior UX UI Designer

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Highly innovative, passionate and successful leader in Product UI/UX Design with high proficiencies in problem solving, visual UI design, UX design, UX research, HCI, user-centered design principles and methodologies, product development, agile scrum and front-end development. Recognized as a talented vocal and creative leader with a unique skill-set that spans various disciplines from digital marketing to hands-on UI/UX design to front-end development (HTML/CSS/JavaScript). Phenomenal track record of designing and developing web apps and projects with extraordinary life spans. Over 18 years of experience in understanding and developing products from concept ideas into production with a high degree of success in a competitive landscape. Highly effective written and verbal communicator with exceptional problem-solving skills - visionary leader resulting in successful online products.

### Capabilities Include

Product Design  
UI/UX Design  
UX Research  
Visual Design

Prototyping  
Information Architecture  
Agile Scrum  
Research & Analytics

Branding (Identity)  
Strategy & Planning  
HTML/CSS  
Sketch, Invision, Adobe Suite

### Professional Experience

#### Lead Product UX/UI Designer at Selma Ambassador

*January 2018-Current*

- Leading UI/UX and designing projects from concept to production, working primarily on the Time & Attendance product
- Utilizing a systematic UI/UX Design process that ensures a high-level of success for each project delivered
- Working with and communicating with Product Owners daily, gathering clear business requirements and delivering designs on time
- Researching and analyzing competitive landscape within our market
- Generating wireframes, interactive prototypes (Invision) and hi-fidelity visual UI design mockups (Sketch)
- Participating in client usability studies and testing
- Conducting stakeholder reviews and presentations
- Working hands-on with development team daily, assisting with HTML/CSS to ensure accurate design implementation within our in-house meta data framework (JavaScript/React)
- Working within an agile software development process, teaching and instructing scrum teams how to work more efficiently in conjunction with the UI/UX process

#### Senior UX/UI Designer at MTABR

*September 2016 - December 2017*

- Assisted the creative director by helping to manage large-scale UI/UX projects
- Worked with product owners daily, leading the designs of various projects for diverse clients
- Presented and communicated new UI/UX concepts to stakeholders and leaders
- Lead the design of a live feed video streaming product, a subscription-based service that became a key revenue generator
- Lead the design for large-scale event projects for software launches etc
- Designed and initiated a new global navigation solution for CareJoy
- Collaborated with product managers, developers and respective marketing

## Senior UX/UI Designer at Partners HealthCare under Nuance

*August 2015 - September 2016*

- Lead UI/UX for the Harvard Medical! dictation software for physician notes
- Successfully lead the redesigned of a legacy product improving the overall UI and UX with a sleek new innovative design and experience for surgeons and physicians
- Successfully lead the design of the interface for Harvard Medical, Partners Hospitals to use Nuance Dragon
- Produced wireframes, interactive prototypes and hi-fidelity visual designs
- Created a systematic approach for delivering assets and design specifications to front-end developers
- Worked closely with stakeholders, product owners and development team to ensure accurate execution of all submitted designs

## Senior UX/UI Designer at HCA

*February 2015 - August 2015*

- Lead all brand creative and direction for hospitals patients/physicians interaction application
- Successfully redesigned FAN's website MyAds.com, an online self-serve advertising solution
- Completed a UI/UX overhaul for training website for physicians to have access via tablet, iphone
- Designed and developed the Physicians and Corporate website from concept to production
- Designed and developed the HCA corporate identity, colors, logo and brand book
- Produced hi-fidelity mockups, wireframes, workflows while collaborating with IA team daily
- Worked with front-end developers and QA to ensure successful implementation of all designs

## Senior UX/UI Designer at Lehigh Valley Health Network

*February 2014 - February 2015*

- Managed the online design and brand development for all of Lehigh Epic software training EMR
- Managed a team of designers working within a seven-person web production team
- Designed web interfaces from concept to production, developed brand ideas and conceptualized new web tools for physicians and nurses all with the purpose of creating a friendly user web experience and improving conversions
- Within the first month, I was responsible for the development of a new brand concept for Epic training LMS which included a new brand identity (logo), new color scheme and a completely redesigned web interface throughout
- Working within a seven-person web production team, I played a vital role in the success of several product launches – all of which that have lead to an increase in visitors, higher conversions and better overall • consumer experience
- Proposed many new ideas and web tools such as training site and new user-friendly training portals and promotional videos all of which are currently under production

- Worked with various technology partners such as Epic, and Google for tracking, measuring, testing and evolving our web tools for higher performance
- Within my first year, I contributed to an increase in web visitors by over 100k which had a positive impact to the hospitals budget and bottom line

## UI/UX Designer Instructional Designer Dragon Lead Trainer at CHOA

*July 2013 - January 2014*

- Trained healthcare providers using Dragon Medical 10.1 in one on one setting in both 2010 and 2012 Epic PROD environments to optimize the functionality of PowerMic settings and Epic.
- Registered and managed users in Success Factors LMS
- Collaborated with communications to develop marketing materials regarding the availability of Dragon including a short video, tri-folds and pocket cards
- Co-authored CBT/WBT, e-learnings using Adobe Captivate to design storyboards and voiceover for new Physician employees.
- Supported physician Dragon use in at-the-elbow support role
- Developed training macros for both Dragon/ClinDoc and Dragon/Beaker users
- Delivered content for train-the-trainer classes
- Audited use of Dragon by individual physicians and used the data to target specific physicians for optimization sessions
- Designed CBT with Adobe Captivate to follow front desk workflow on creating HARs, for Hospital Billing and insurance coverage workflows as well.
- Installed Dragon client on physical workstations
- Assessed hardware inventory for appropriate use of software

## Java Programmer at Black Knight Financial Services

*April 2012 – June 2013*

- Designed and developed up to 10 applications projects per year
- Designed project requirements in cooperation with data analysis teams
- Supervised products testing, reviewed and analyzed test results(4)
- Participated in project meetings, with technical staff members, business analysts, and external stakeholders.
- Trained and mentored over 15 junior programmers and developers

## Education

**American InterContinental University**- MBA May 2009 Master of Business Administration

**Auburn University - May 2005** BS in Business Administration - Operational Management

**Georgia Tech Enterprises Innovative Center** - Atlanta, Georgia 2009-2010

## SKILLS

Product Design, UI/UX Design, UX Research, Information Architecture, Agile Scrum, Google Analytics, Javascript, Branding (Identity), HTML5/CSS, Meaningful Use Professional, Adobe Captivate 3-5.5, Articulate (eLearning Software), Adobe: Flash, Dreamweaver, Photoshop, Illustrator, Adobe Fireworks, Acrobat, Bridge, InDesign, Media Encoder, Captivate, Camtasia, Audacity, ActionScript 3.0 (working knowledge), XHTML coding (working knowledge), Final Cut Pro (working knowledge), Inspiration, Microsoft Project Web Access

# Program Languages

C, C++, Java, JavaScript, Perl, Python, Go, Visual Basic, HTML, HTML 5, Cobol, Swift

## **CERTIFICATIONS & AFFILIATIONS**

Scrum Master – Agile Methodology

LucidChart Prototyping Certification 2017(18)

Nielsen Norman- UXC Certification 2011-2017 Interaction Design

Nielsen Norman- UXC Certification 2011-2017 UX Management

Nielsen Norman- UXC Certification 2011-2017 Web Design

Nielsen Norman- UXC Certification 2011-2017 Mobile Design

Visual Design Certification VSS 2012- 2017

Nuance Dragon Dictation Certification

Adobe Captivate Certification 2015

EpicCare Clinical Documentations Certification

\*\*EpicCare Security Coordinator Certification

\*\*EpicCare Orders Certification

\*\*EpicCare Bridges Certification

\*\* EpicCare Clinical Documentation, CPOE and Ambulatory Credentialed Trainer 2009-2017

Alpha Phi Alpha Fraternity, Inc.-Alumni Member

Alpha Kappa Psi, Business Fraternity-Auburn University

Auburn University Alumni Association

Atlanta Business League- Student Member

Toastmasters of America, Atlanta, GA

SpeakEasy

Motivational Speaker “Speaker Match”

**10+ Years of best Practices Problem Solving, workflows, policies, procedures, and systems area.**

**10+ Years Designing wireframes, UI testing scripts**

**10+ Years Implementing Research techniques and Methodologies**

**9+ Years** PMI equivalent **Scrum Agile** Management

**8+ Years of Visual UI Design (Sketch)**

**8+ Years of Product Design**, Web Development, Prototyping (Invision), Information Architecture

**7+Implementing Model Systems and Validation Sessions** preparation. Extensive Meaningful Use knowledge and guidance

**7+ Years developing** the architecture content material while working with SME (subject Matter Expert) to create a blended design Research & Analytics

**7+ years Coordination of Architecture** delivery for Implementation Team and Lead Team Steering Committees to Organize and Implement Organization Mile Stones.

**7+ Years Branding (Identity)**, Strategy & Planning, HTML/CSS, Sketch, Invision, Adobe Creative Suite