

**ROWLAND WILLIAMS**  
**JUNIOR UX DESIGNER**  
AUSTIN, TEXAS (512) 301-7944

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## SKILLS

**UX:** UX/UI Design Methodology, Heuristic Evaluations, Competitive Analyses, Wireframes, Mock-ups, Interactive Prototypes, Journey Maps, Agile, User Interviews, Effective Storytelling

**Developer Skills:** HTML, CSS, PHP, Javascript, Responsive Web Design

**Tools:** Adobe Creative Suite, Figma

## RELEVANT EXPERIENCE

### **UX Design Digital Academy Fellow / General Assembly (2022)**

Selected from highly-competitive applicant pool for 2022 UX Design program. Completed 480 hours of immersive UX Design learning and bi-weekly solo and team projects. Projects include:

- **Ideation.** Created app bringing NGO's and local governments into the online volunteer space. Link
- **Competitive Analysis.** Re-imagined site map for [faradayskitchenstore.com](http://faradayskitchenstore.com) website. Link
- **Project Management.** Developed a high-fidelity prototype in Adobe XD by creating 3 user personas, 3 journey maps, and by conducting heuristic evaluation, usability testing, and card sorting

### **Customer Success Representative / Move.com (2020-2021)**

- **Intentional.** Eased consumers into the largest financial commitment most will make.
- **Empathetic.** Stakeholder-driven. 100% in the tank for my customers.
- **Writer.** Volunteered extensive writing experience to advise scripting team on customer journeys.
- Described by supervisors as “**empathetic and determined.**”

### **Customer Care Representative / Charter Communications (2017-2018)**

- **Determined.** Resolved connectivity issues for frustrated clients—listened, questioned, reassured.
- **Professional.** Ranked top 33% of reps as gauged by company metrics and customer surveys.
- **Advocate.** Rendered exceptional outcomes, treated each customer like our only customer.
- Described by supervisor as possessing “**extraordinary soft skills.**”

### **UX/UI Designer / RowlandWilliams.com (1997-2012)**

- **Project Manager.** Researched and resolved website pain points, created trust, delivered projects.
- **UX/UI Designer.** Designed the UX and UI for 200+ custom websites.
- **HTML/CSS Coder.** Hand-coded over 200 websites, programmed in PHP and javascript.
- Client said my UX/UI work “**relieved customer anxiety and drove sales.**”

## EDUCATION

### **Bachelor of Science, College of Liberal Arts**

Texas A&M University/College Station - Political Science (including 2 years in Design)

### **Associate of Applied Science**

Central Texas College/Killeen - Television/Radio/Film Production