

Willard Jeudy

561.234.5600 • will@creativewill.co

Lead Product Designer

- Dedicated user experience professional with a 13-year track record in Creative & Interactive Design, SaaS and Web UI/UX Design, Mobile App UI/UX Design.
- Responsible for the full stacks design of multiple SaaS applications, eCommerce websites and interactive experiences for companies such as 3dcart, HRDirect SmartApps, ComplyRight and Formstax.

Abilities Summary

User Experience, User Interface Design (UX/UI)

- Strong practical knowledge of user-centered design methodologies, usability principles, web-based information architecture and design
- User Experience Analysis - Conduct interviews, create personas, run usability studies
- User Experience Design - Create prototypes, mockups, informational flows
- Visual design from concept to final hand-off to engineering
- Establish and promote design and brand guidelines, best practices and standards
- CRM, CMS, Dashboard and Marketing Web Design (Desktop & Mobile)
- Experience working in collaborative team, remote team, agile environment, publicly white-boarding and working directly with developers for implementation of designs

Work Experience

Lead UI/UX Designer at ComplyRight Inc

2017 - Currently

I'm challenged and privileged with the task of designing, directing, and implementing the user experience and user interface design. Which means I have to create clear, attainable project goals, build usability and design guidelines, as well as, manage the overall quality of these following products:

Formstax (New Product)

ComplyRight is replacing the Efile4biz SaaS with Formstax to make tax returns absolutely effortless for everyone online.

My current role:

- Leading the UI/UX design team, ensuring design process and design quality
- Developing evolutionary and revolutionary improvements, focusing on the highest value UX interactions.
- Communicating the user experience to various stakeholders in the organization, such as, product management, engineering, and senior leadership through compelling wireframes, prototypes, visual aids and story boards

HR Direct SmartApps

ComplyRight started a new breed of HR solutions from multiple apps such as: Employee Records App, Attendance Calendar App, Time Off Request App, Progressive Discipline App, I9-W4 App and more.

My role:

- Deliver compelling visual user experience through highly interactive user interfaces that spans a range of devices from desktop systems to tablets to smart phones
- Identify design problems and devise easy solutions. Facilitate design vision by researching, conceiving, sketching, prototyping and user-testing experiences for our digital applications.
- Take a user-centered design approach and rapidly test and iterate designs.
- Work with Product and Engineering team to translate concepts into user flows, wireframes, mockups, and prototypes.
- Create and maintain existing UX/UI guidelines for the internal team.

ComplyRight Corporate Website

Work closely with the business and engineering teams to align the UX improvement projects with other road map priorities

- Created and implemented rebrand strategy, corporate website and all related marketing media.
- Provided UI/UX supervision and art direction for the resources, solutions and eCommerce design division.

Senior eCommerce UI-UX at 3dcart

2012-2017

Directed all creative efforts of this SaaS eCommerce platform including software UX/UI, branding, art direction, ad creation, email marketing, software templates, designer and developer supervision, HTML/CSS technical recommendations, marketing strategies, coordination of trade shows and print media.

- Coordinated corporate trade shows and provide support to our design partners and SEM division.
- Instrumental in improving the UI/UX and marketing media for the launch of version 3.2 resulting in the doubling of our customer base.
- Introduced new technically efficient templates based strictly on CSS for rapid development, decreased inconsistencies and testing time as well as improving visual appearance.
- Designed and managed eCommerce websites.
- Designed over 200 Online Stores and 78 Web Templates
- Effectively defined, executed and oversaw the timely delivery of projects that yield excellent results. Quickly adapt to changing business priorities and requirements.
- Responsible for development and evolution of different eCommerce strategies, gathering requirements, designing solutions, QA/testing program design, development and execution

Interactive & Creative Director at Navaski/Furtenburg

2006-2012

Instrumental in transforming this former international business consulting firm into a creative and interactive business development, now capable of providing search engine optimization and marketing (SEO/SEM), web development and graphic design. Opened new sources of revenue, which accounted for an increase in non-hosting revenues of more than 150%. Directed and executed creative, procured new clients, managed projects, clients and vendors.

- Designed creative marketing and expansions ideas for business partners and clients
- Developed interactive designs for software and apps
- Designed brands, guidelines, prints (business logos, typography, letterheads, shirts, packaging, promotional items, online marketing materials etc ...)
- Created web/app design and development for business partners and clients
- Managed a team of designers, programmers and developers (in house and overseas)

Skills

UX, Ideation and Workflows, UI Design Prototyping, Sketch, Adobe XD, Adobe Creative Suite, Invision App, Zeplin, Atlassian Jira, User Research, Interviews & Surveys, Usability & Concept Testing, HTML and CSS

Education

FAU/Northwood University – Information System Management, 2004-07
PC Professor/Lynda.com - Adobe Certifications

Favorite Tools

Sketch, Invision App, Brackets, Zeplin, Photoshop CC, Illustrator CC

Online Portfolios

creativewill.co