

Traci Williams

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312-613-1366

Design Skills

User research
Personas
Storyboarding
Sketching
User Stories
Wireframing
UI Design
User Testing
InVision
Sketch
Photoshop
Illustrator
InDesign

Technical Skills

HTML
CSS
JavaScript
WordPress
Word
PowerPoint
Excel
Google Analytics
Exact Target email system

Professional Experience

Freelance Web Developer/Designer - January 2017 to present

- Edited web banners using Photoshop
- Redesigned websites using WordPress
- Provided website consultation for Wix to WordPress conversion
- Monitored and managed webpages for clients
- Created brochures, business cards, flyers

University of Chicago Harris Public Policy - May 2018 to December 2018 Web Content Administrator University of Chicago Harris Public Policy

- Monitored the daily operations of the site
- Added news items and updated photo grids and profiles using Drupal
- Updated other content on existing pages, including copy edits, edited photography using Photoshop, uploaded slides shows, etc.
- Identified content errors and performed QA checks for website

A Mutual Fund Company (Confidential) - December 2006 to June 2016 Web Manager

- Daily monitored all working pages of the website
- Created quarter end marketing calendar for content posting on website
- Posted financial information to website as needed using a proprietary CMS system
- Monitored all financial downloads from transfer agent including quarter and monthly performance numbers and holdings
- Designed and maintained an additional website for informational research of the firm's 24 subadvisors
- Tracked website usage with Google Analytics
- Created email campaigns for sales staff and monitored through the CRM system
- Attended meetings to keep up with industry best practices

ABN AMRO Asset Management - March 1998 to December 2006 Executive Assistant to Equity Department/Web Manager

- Daily maintained and monitored all working pages of 7 financial websites
- Created quarter end marketing calendar for content posting on website
- Attended meetings to keep up with industry best practices
- Monitored all financial downloads from transfer agent including quarter and monthly performance numbers and holdings

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Educational Experience

DesignLab UX Academy - February 2018 to February 2019

As a student enrolled in the UX program

- Completed over 440 hours of coursework, building in-depth knowledge of the user experience design process
- Interviewed participants for research for case studies, synthesized data, created user personas, site maps and user task flows
- Developed wireframes using Sketch and full prototypes using InVision
- Participated in weekly group design critiques and worked 1-on-1 with a mentor to iterate on design work
- Finished over 50 hands-on assignments and 3 comprehensive capstone projects

General Assembly Bootcamp - September 2016 to Dec 2016

- Developed responsive websites using HTML, CSS, and JavaScript
- Learned programming fundamentals, along with the basics of computing
- Defined application abilities for the end user, developed simple wireframes and learned to track the development process using GIT
- Spent 60-80 hours per week coding for twelve weeks

Illinois State University - BS Degree in Industrial Technology