



# Will Imholte

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## EXPERIENCE

### Presentation Designer (Contract) • Facebook March - May 2017

Led design of presentation materials for engineering talks at F8 Developer Conference. Worked with senior engineers to distill concepts into simple, beautiful slides. Managed asset creation and review to design creative & accurate reproductions of Facebook products. Directed code-based slide design and lead icon, production, and animation designers.

### UX Designer • Freelance October 2016 - February 2017

Primary client: V2 Solutions. Shepherded flagship product from early wireframes to production in 2 months. Converted existing research and basic prototypes to high-fidelity, feature-complete clickable prototypes; produced engineering documentation, and instilled rapid design/development principles in the existing team. Articulated benefits of agile development to existing team.

### UX Designer • JetBridge November 2015 - October 2016

Launched product to paying customers in six months. Designed a corporate education experience with 85% participation rate. Led visual design contractors to design delightful app with proven results in information retainment. Decreased development time with effective use of interactive prototypes. Managed iOS developers and communicated mobile requirements to backend developers. Collaborated with sales team to refine product and meet sales targets while simultaneously increasing user satisfaction. Designed multi-variant web tests to determine initial sales cost.

### Design Co-Founder • Prime January 2013 - November 2015

Helped 10,000 families collect their medical records and communicate with loved ones. Conducted hundreds of user interviews to assist in weekly product updates. Analyzed data to make product roadmap and iterate bi-weekly on main app features. Built prototypes with Keynote & Photoshop as well as Interface Builder.

## EARLIER PROJECTS

### Freelance Design 2012-2013

Instilled user-centered design processes in young startups to help them achieve profitability. Refined existing visual assets, wireframed and prototyped new app features.

### Tip of the Tongue 2011

Designed Ad-Fed and AIGA award winning gameplay, visual concepts, interface graphics, and branding. Produced assets for iOS party game that focused on Apple TV gameplay. Designed and built marketing website.

## EDUCATION

### BFA Graphic Design

St. Cloud State University, St. Cloud Minnesota

## SKILLS

### Major Skills

Mobile, web, and desktop user experience design, Photoshop, Illustrator, InDesign, Keynote, Sketch, Invision, wireframing and specifications documentation, communicating product requirements and goals with developers, HTML/CSS & front-end Django prototyping.

### Minor Skills

Objective C, Swift, SEO & multivariant web testing, team management, design process scripting.

