

WILL SLATON

SENIOR PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

Essilor International – Los Colinas, TX | 05/19 – Present Group/Team: Digital Excelleration | UX/UI Generalist

Currently working with SEO and development to improve site performance through enhancements and improvements to the navigation, fonts and assets sizes. Designing online quizzes and early detection tools like, Myopia Screening, Frame Selector and integrated Chat Bot. Rethinking the geo-targeted online locator, with enhancements, added online booking features, pre-appointment reminders and prep video. Building Onboarding forms for current/new partners to integrate with our systems and working toward a full CRM experience that tracks customers end-to-end, from appointment booking to finished sale.

Additionally, working on rating capture to feature 5-Star rating and reviews, directly from our customers.

Major Projects

- Design and redesign of existing and new pages within the current company intranet using a CMS structure known as Unily to push existing, as well as new content to customized pages for Sabre's staff to utilize, socialize, train, share documents, access critical data and more.

Sabre – Southlake, TX | 08/18 – Group/Team: Corporate Communications | UX/UI Designer & Research

Led UX feasibility analysis for Unily, a cloud-based intranet platform. Gathered utilization requirements from key stakeholders, across business units; assess ability of implementing each requirement in the Unily platform and set expectations with users.ity.

UX Research: Performed site audits for all Business Units to determine outdated content. Developed comprehensive 36 question analysis to gain greater insight into Unily functionality and its integration with current Sharepoint model. Adjusted content flow to meet with the varied demands of corporate, while both restricting content provision on specific pages, while providing full content management on others, for specific users. Met with key stakeholders within the varied business units to capture requirements and set expectations. Regroup with stakeholder groups, present findings and high-fidelity wireframes, and reassess and shift designs as needed.

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AT&T – Partner Solutions – Plano, TX | 04/15 – 08/18 Group/Team: Digital Experience Group (UX Team) | UX/UI Designer

The AT&T Partner Exchange is a business and application-based website that allows resellers in our channel to sell AT&T products and services to their customers. The business is focused on increasing sales within its current customer base, while also recruiting new Service Providers through our web portal. Users can build an entire suite of products or, fill holes in their existing product offering. As lead UI designer and member of the UX team, I specialize in design and research from end-to-end, incorporating user-centered design, based on feedback through multiple UX practices and interviews, with internal stakeholders and users.

CAREER PLUSES

Interactive Education - User Experience (UX) Certification, Solid knowledge of, HTML, HTML5, CSS and Dreamweaver

Award-winning work - Won more than 24 awards

Strong written and verbal communication skills
Communicated with V.P.s and saved companies thousands of dollars negotiating with vendors and developed presentation skills

Leadership and group collaboration
Managed web teams and coordinated with production and vendors to produce complex trade show graphics

Solid organizational skills - Managed multiple projects and set production standards to cut down turnaround

Expert knowledge/ability with latest hardware and software - Saved companies thousands of dollars in farmed out media, by keeping work in-house

Stickler with deadlines - Maintained cohesiveness across brands, eliminating wasted man hours by focusing teams design directions and reaching desired consistency

Art direction of photo shoots - Worked with both product and personalities, including minor celebrities

Expert level photographic retouch

HARDWARE | SOFTWARE

Comprehensive knowledge of Macintosh and Windows OS.

AGILE

INVISION

AXURE

MICROSOFT WORD

BALSAMIQ

PHOTOSHOP

CSS

POWERPOINT

HTML

PROTOPIE

ILLUSTRATOR

RALLY

INDESIGN

SKETCH

ZEPLIN

Major Projects

- Design and redesign of existing and new pages within the current web portal, including a new unauthenticated and authenticated version of the portal
- UX Research & Design: Research including, stakeholder and user interviews, card sorts, wire framing, fast prototyping, A/B testing, competitive analysis, field studies, site maps, user flows.
- Mobile Experience: Designing breakpoints in Axure for iPhone, iPad, Android, Windows Phone
- Wire framing and Prototyping: Axure wire framing and prototyping
- Comps & Redlines: Photoshop and Specctr
- Digital Website Style Guide – to help direct onboard and offshore teams to maintain consistency

RealPage – Carrollton, TX | 07/12 – 03/15 Print & Interface Designer

RealPage is a property management application-based company, with a website that sells its products/services to large property management companies, giving them instant access to tools for accounting, business intelligence, spend management, online payments, renter's insurance, resident portals, revenue management and more. I specialized in a hybrid role of designing marketing materials, such as brochures, ads, videos, logos, photo-retouch, as well as working on existing web pages and designing websites, banners, other web assets and content via WordPress CMS.

Major Projects

- Web assets created in Illustrator and Photoshop including: animated icons, banner ads and page elements
- Design and redesign of new and existing marketing materials including: logos, ads, brochures, and videos
- Web page and website design: designs created for new pages and new website designs for business units

Blockbuster – McKinney, TX | 10/11 – 06/12 Visual Designer | Retail Designer

Blockbuster was the largest retail home video company in the US (still surviving in Oregon). As lead in-store retail promotions designer and visual designer for the eCom-merce website I specialized in creating annual and special promotions for the remain- ing stores and designing the content for those promotions online.

Major Projects

- Designing and creating home page promos, landing pages, gaming graphics, web banners, eNews offers and Ad Hoc emails. Creating and developing animated Flash banners for external placements
- Working with marketing to produce retail POP displays, holiday POPs, internal sig- nage, window clings, weekly and monthly specials, and retail disc wrap inserts and backer cards
- Design and creation of additional promotional materials, including Blockbuster Pass promotions

Stratmark - Richardson, TX | 11/10 – 09/11 Art Director

Stratmark (Strategic Marketing) was a completely focused on charitable organizations and specialized in complete year-long direct mail programs designed to compel giving from its members for a variety of larger organizations including Feed the Children. As one of two Art Directors, I was responsible for designing and developing direct response marketing kits for half of the client base, this included comprehensive direct mail and web marketing that utilize test packages to measure performance with participating donors as well as endeavor to captivate new donors.

Major Projects

- Designing and creating large themed direct-mail packages filled with gifts and other promotions geared to increase donor contributions for these clients: Feed the Chil- dren, The American Bible Society, Feed the Children, Brigham and Women's Hospital, Church World Service and Oblate Missions

EDUCATION

Southern Methodist University

User Experience (UX) Design Certification

University of North Texas

Bachelor of Fine Arts (BFA) in Communication Design

+ THINGS OF INTEREST

+ Member of Capital City Toastmasters

+ Member of the Association of Marketing & Communication Professionals

AWARDS

More than two-dozen

REFERENCES

Available Upon Request