

## career overview

I started my career in the architectural industry and have since accumulated over 10 years of design-driven product experience in areas ranging from engineering to the web. I am what they refer to as a “hybrid” being a designer, developer, and a product guy. In my current role, I am called upon to provide strategic direction on all web products, internal and external, through direct client engagement. I am also responsible for communicating the recommended approach through the use of wireframes, developed using Axure, and visual design mockups. In the past, I have served as a User Experience Specialist, responsible for overseeing the strategic design and development process of mobile, web and web responsive applications. I have also served as Creative Director for a management and technology consulting firm and provided strategic direction to the president of the company. Throughout my career, I have been called upon to design, develop or implement everything from ideas to products.

## experience

**SENIOR PRODUCT MANAGER – CLIENT ENGAGEMENT SPECIALIST**  
AMERICAN INSTITUTES FOR RESEARCH :: 7/14 - PRESENT

- » Meet and communicate with internal and external clients and web development teams to determine prioritization, minimum viable product, establish feasible technical approaches, strategy, and roadmap, create interface concepts, mockups, visual designs, and related graphic files for well-organized, user-friendly web sites.
- » Use quantitative data analysis, and qualitative user research to ensure that the product fits the customer and the clients
- » Produce HTML, CSS, PHP, templates, and other code necessary for proper appearance and functionality across a wide range of web browsers and platforms.
- » Lead the Client Technology division in establishing processes, tools, checklists, and guidelines that can be implemented by web development teams to standardize and streamline UI/UX and technical development across AIR’s web sites.

## technical skills

### WEB DEVELOPMENT

JavaScript / JQuery  
Actionscript  
XHTML / HTML  
PHP  
CSS

### WEB RESPONSIVE

Twitter Bootstrap

### MICROSOFT OFFICE

PowerPoint  
Publisher  
Outlook  
Word  
Excel

### ADOBE CS

Dreamweaver  
Photoshop  
Illustrator  
InDesign  
Flash

### AXURE RP PRO

### VISUAL STUDIO

### GOOGLE SKETCHUP

### AUTOCAD

Land Development  
Architectural  
Civil 3D

I find new ways to  
solve old problems.



## USER EXPERIENCE SPECIALIST

METROSTAR SYSTEMS, RESTON, VA :: 3/13 - 7/14

- » Serve as strategic lead for the design and development of web based projects in an Agile work environment.
- » Perform content audit of existing website and make recommendations for streamlining content and site navigation (content strategy).
- » Conduct stakeholder interviews, competitive analysis, focus group testing and usability test to develop product requirements.
- » Conduct user testing throughout the project life cycle, testing the effectiveness of the design strategy.
- » Develop user personas and user stories to ensure the needs of the target audience are being met.
- » Develop wireframes, information architecture, site maps and design mock-ups using Axure and Adobe CS6 software.
- » Design responsive websites, mobile websites and IOS applications.
- » Front-end development, including HTML, CSS and JavaScript.
- » Follow the Agile approach to development projects, participating in daily scrum meetings and meeting sprint deadlines.
- » Assist with proposal writing process as a content strategist, content writer and a red team reviewer (Editing proposal, seeing it for the first time in its final draft state).

## CREATIVE DIRECTOR

HCD INTERNATIONAL, LANHAM, MD :: 6/10 - 3/13

- » Expanded the in-house design department to an externally facing design firm, referred to as the HCDI Creative Group.
- » Responsible for business development through networking events, direct marketing and customer follow-up.
- » Develop and maintain the HCDI brand and provide design strategy as it relates to the company's marketing strategy, business plan and organizational structure.
- » Design, develop and maintain the HCDI and HCG websites ([www.hcdi.com](http://www.hcdi.com) and [infusepersonality.com](http://infusepersonality.com)).
- » Design and Develop User Interfaces and User Experiences (UI/UX) for both external and internal clients, including information architecture, wireframes and design mock-ups.
- » Develop design templates, identity manuals and web style guides for both HCDI and the HCDI Creative Group to ensure brand consistency.
- » Perform comprehensive analysis and research, focus group testing and UX for brand development, growth and consistency for government and private clients of varying sizes.
- » Responsible for writing proposals, developing work plans, identifying ODCs, monitoring staff hours, managing budgets, and all aspects of client relations.
- » Managed all internal and external website projects.
- » Developed information architecture, wire frames and website designs.
- » Performed web development utilizing XHTML, CSS, JavaScript, JQuery, PHP, Actionscript and ASP.Net.
- » Performed cross-browser compatibility, 508 compliance and web maintenance.
- » Designed and developed marketing materials, brochures, reports, PowerPoint templates, logos, e-mail templates and web applications / intranet.



**DIRECTOR OF MARKETING**

FIO PISCO, ARLINGTON, VA :: 3/11 - 1/13

- » Responsible for establishing consistency throughout the brand and building brand recognition.
- » Design, develop and maintain brand, website, marketing materials, merchandise and product labeling.
- » Created marketing strategy that resulted in the placement of product in 45 locations throughout the DC area and yielded an even profit margin during it's first three quarters on the market.
- » Fio Pisco, established in January of 2012, is now recognized as the preferred Pisco of the Peruvian Embassy.
- » Developed social marketing campaign resulting in approximately 1500 twitter and Facebook followers.

**SENIOR DESIGN TECH**

CLARK NEXSEN ARCHITECTURE & ENGINEERING, DC CAPITAL REGION :: 11/06-7/09

- » Produced site plans from topographic surveys, site layouts, grading plans, elevations, and sheet sets including: lease exhibits; zoning drawings; and construction drawings.
- » Executed autocad needs for the pcs, civil, transportation, interiors and architecture departments.
- » Mentored and trained all new hires and interns on autocad standards and practices.
- » Created photo simulations using photoshop to illustrate proposed equipment in existing conditions.

**AUTOCAD SPECIALIST**

SYRACUSE HOUSING AUTHORITY, SYRACUSE, NY :: 9/01-10/06

- » Implemented and managed the 'Maintenance Special Projects' department, which restructured the Housing Authority by improving efficiency and implementing work flow improvement initiatives.
- » Compiled information from over 60 years of blueprints, as-builts and project addendums to create an accurate and up-to-date set of autocad files.
- » Designed /Developed binders for maintenance field staff consisting of utilities plans, apartment floor plans, site plans, elevations, HVAC maps, evacuation maps, etc.
- » Served as in-house designer on renovations, office layouts and site improvements.

**PRINCIPAL DESIGNER**

JAWI.DESIGN, WASHINGTON, DC :: 1/01 - PRESENT

- » Responsible for business development, budgeting and all aspects of client management.
- » Provide creative direction and/or design and development for all contracts.

**Clients Served**

**Washington Capitals (NHL) - DC**

- » HTML, CSS and JavaScript coding for the "Caps Kids Club" website.

**Latin American Youth Center (Non-profit) - DC**

- » Designed marketing materials for annual youth job fair from 2008-2010, including: Invitations; Flyers; Ride-On Bus posters; Signage.

**United States Holocaust Memorial Museum - DC**

- » Website maintenance
- » Jaws application testing and implementation
- » Updated website to ensure 508 Compliance

**Prince George's African American Museum & Cultural Center - Brentwood, MD**

- » Designed marketing materials for exhibits
- » Designed logos for exhibits and museum programs



## education

BOSTON UNIVERSITY  
2008 - 2010

Graphic and Web Design / Development

SYRACUSE UNIVERSITY  
1996 - 2001

Minor: Architecture, Major: African American Studies

## portfolio website

<http://jabaliwilliams.com>

