William Weems
FOUNDER / MOVIE PRODUCER / PRODUCT CREATOR

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William is a digital creator who's perspective is outside of the box, technical and in-depth. His role is that of a composer who brings everything into harmony across all aspects of the business. He converts complex problems into simple solutions. His advanced background in Product Creation, UX / UI Design and Development, Marketing, Technologies, E-commerce, Digital Design, Animation, Photography and Video gives him an edge whenever he joins a project. Visualizing the future of the product and roadmapping the vision from start to finish is essential when developing a solid product strategy. Collaborating with teams and working independently builds successful relationships and promotes synergy across business, product design and development. William strives for constant improvement in business and marketing strategies to achieve successful engagement and profitability. Just as he has helped startups become successful corporations, he also mentors young creators to become visionaries in their approach, experience and abilities.

SKILLS & SERVICES

Product Marketing
- NFT Marketplaces
- Marketing Strategy & Implementation
- Social Media Content
- SEO/SEM, Ads & Analytics
- Salesforce, MailChimp
- User Testing, Market Research

Front-end Design
- Blockchain Systems
- Android and iOS Design
- Wordpress
- JavaScript, jQuery, Bootstrap, Foundation, React, Angular
- Responsive HTML, CSS, PHP, .NET, Visual Studio, Axure, Azure, Git, Bitbucket

UX & UI Design
- User Research, Personas, User Testing
- Wireframes, Sketch, Figma, Zeplin, Invision, OmniGraffle, UX Pin
- Mobile, Web, IOT
- Scrum Master, Slack, Jira, Asana, Pivotal Tracker, Azure

Visual & Digital Design
- NFT Creation
- Illustration and Print Design
- UI for Mobile & Web
- Photography/Animation/ Video/Audio Production
- Brand Design
- Adobe CS (Advanced)
- Google Business and Office

PROFESSIONAL EXPERIENCE

DYNMC
Founder *10/2021 - Present*

Corporate & Brand Strategies

DYNMC is the 5 character abbreviation for the word Dynamic. As the creator, the key objective is to create dynamic strategies, brands, systems, personas, NFTs and avatars within the Metaverse Marketplace. Building relationships with clients and connections to empower DYNMC's brand identity, products and services is the momentum that strengthens our global initiatives. We seek business opportunities that align with fundamental customer problems to provide the solutions that solve those problems.

Responsibilities
- Work directly with clients and investors to implement business and marketing strategies that will enhance brand and product profitability.
- Define and manage project roadmaps, expectations with all relevant internal stakeholders including the Senior Leadership team.
- Work with the DYNMC team to assure project deliverables and expectations are exceeded. Identify product use cases and drive key features, enhancements and requirements across all projects.
- Research and understand the market strengths and vulnerabilities of the brand and competitors, explore new technologies and integration possibilities.
- Compose and disseminate business documentation and legal specifications and agreement contracts.
- Collaborate with internal teams to drive agile strategies, stories, backlog grooming, sprint planning, demos and retrospectives on all projects and initiatives.
- Launch new products and features while analyzing results.
- Review and implement data privacy practices, policies and guidelines, including annual certification and acknowledgement of privacy practices.

Qualifications
- Provides C2C / B2B / SaaS Business Administration, Marketing and Technology solutions.
- Ability to drive employee accountability, team work, customer focus and a culture of appreciation, fairness and mutual respect.
- Develops responsive code base and delivers user-centric product design strategies and analysis.
- Designs custom UI assets, such as system icons, color schemes and screen flows using Sketch and Adobe Illustrator, Adobe XD, Adobe After Effects, Adobe Photoshops, Adobe Dreamweaver, Visual Studio and Figma. Provides final product flows using Zeplin, Invision.
- Designs brand packages that include logos, color schemes, presentations, websites, animation, video, custom email templates and other brand assets.

Force Marketing & Helix Technologies   **Product Director** *10/2019 - 10/2021*

Product Strategies

Responsible for building products and features that solve automotive market problems and increase value to our customers. This role identified key business opportunities that align with fundamental customer problems and define the experience that solved those problems.

Responsibilities

- Market Research - Research and understand the market, strength and weakness of competitors, explore new technologies and integration possibilities.
- Worked with internal teams to identify product use cases and drive key features, enhancements and requirements across all brands.
- Defined and managed product roadmap and set expectations with all relevant stakeholders including the Senior Leadership team.
- Wrote functional specifications including requirements and detailed use cases for new product or service enablement features.
- Drove agile strategies with stories, backlog grooming, sprint planning, demos and retrospectives.
- Launched new products and features, partnering with engineers, product marketing and go to market teams to deliver a best of brand marketplace.
- Utilized consumer and customer data to create relevant user experience and interfaces, work procedures and policies.
- Reviewed and followed data privacy practices, policies and guidelines, including annual certification and acknowledgement of privacy practices.

Qualifications

- Business Administration, Marketing, Technology.
- Experienced in Microsoft Office, Salesforce, Agile / Scrum, Jira and Atlassian Confluence.
- Product management experience in B2B and SaaS environments.
- Experienced in the following Technology Methodologies: SDLC, Scrum and Agile Development.
- Composed employee accountability, team work, customer focus and business strategy integration.

Front-end

- Provided user-centric UX strategies and analysis.
- Developed responsive HTML, CSS, PHP, Javascript code.
- Designed custom UI assets such as icons, color schemes and screen flows, using Sketch and Adobe Illustrator, Figma, Adobe XD, Adobe After Effects, Adobe Photoshop, Adobe Dreamweaver and Visual Studio. Provided final team views using Zeplin, Invision and Powerpoint.

Product Marketing and Design

- Designed brand logos, color schemes, presentations, animations, videos, custom email templates and other assets for Google and social media platforms.

TripFiles   **Senior UX/UI Designer – Contract** *07/2018 - 10/2019*

UX/UI Mobile Design (iOS & Android)

- Provided user-centric UX strategies and analysis.
- Designed custom UI assets, such as icons, color schemes and screen flows using Sketch and Adobe Illustrator. Provided final team views using Zeplin and Invision.

Product Marketing and Design

- Designed marketing assets such as logos, color schemes, presentations, animations, videos, MailChimp email campaign templates and other media for Google Play, AppStore and social media channels.

Amplifi   **Designer – Contract** *03/2018 – 12/2018*

Marketing and Design

- Designed and custom coded the company website in Wordpress. Incorporated videos, Yoast and other SEO tools.
- Assisted with brand logo and color scheme updates and provided final formatted assets.
- Designed print collateral such as portfolio posters, product presentations and conference displays.

2016 RIO Olympics - NBC Comcast / Cox Media   **Lead Editorial Marketing Design - Contract** *07/2016 – 09/2016*

Product Marketing and Design

- Created custom content for Xfinity cable and on-demand video systems.
- Tracked, planned and scheduled campaigns for the Olympic games.
- Tagged web and cable content for SEO and maintained design assets within the X1 proprietary content management system.
- Created weekly music video playlists based on analytic reports via Music Choice Top 100 Video.

Analytics Reporting and Documentation
- Maintained constant project management documentation to stay on track with a tight schedule.
- Designed collection templates, screen flows, icons and final images using the Rio Olympics brand.
- Selected images on Getty for up-to-date event and athlete images.
- Designed menu images for TV, Music, Movies, Events, Kids, Network and Latino collections using existing internal layouts.

Moxie Media & Marketing
Lead Design Consultant – Contract   *03/2016 – 07/2016*

WordPress Design and Development
- Provided front-end design and development using WordPress, HTML, CSS and PHP. Implemented Google API Mapping systems for large-scale retail clients locations.
- Mobile application design and development for iOS and Android.

Product Marketing and Design
- Provided SEO/SEM services. Implemented Yoast SEO and Google Analytics.
- Designed custom websites and social media assets.

LexisNexis
Senior UX/UI Designer / Human Factors Engineer   *05/2013 – 03/2014*

UX/UI Design and Development
- Developed a working knowledge of user-based behaviors and leveraged them into design system architecture and interactions within the Fraud Risk Assessment application.
- Merged multiple applications into one best of brand security application that is used by top banks, credit and security agencies to protect secured data from fraud. Translated internal requirements and analysis into a working model of the new application. Designed process flows and personas to gain user insights. Packaged design for implementation.

CardLytics
Senior UX/UI Designer   *07/2012 – 05/2013*

UX/UI Application and Mobile Design (iOS & Android)
- Lead UX and UI design team on internal and external applications.
- Provided front-end application design and development to the .net dev team.
- Scraped client websites and designed custom UI to be injected into client application UI.
- Worked with clients, project and product managers to define timelines and guidelines for product development.
- Collaborated with Product Managers, project managers, team leads and developers to build upgrades and enhancements to the robust internal transaction-based application.
- Designed advanced search filtering for large-scale transaction systems.
- Designed feeds, queues, targeting, communication and analytic tools for managing campaigns.
- Designed custom applications and special features for larger banks, allowing them to have more control over managing, approving or denying campaign submissions within the channel's queue system.
- Designed internal dashboards for more efficient management of campaign analysis and team engagement.

SOFTWARE AS A SOLUTION PROJECTS (SaaS)

Banyan Hills Technologies - SaaS
Senior UX/UI Designer – Contract   *01/2018 - 06/2018*

UX/UI Design
- Provided UX strategies and analysis.
- Designed wireframes, custom layouts and graphics for client based projects.
- Worked directly with clients to develop system requirements based on UX strategies and analysis.
- Designed animated screens, videos and other graphical assets for mobile apps.
- Designed marketing and brand assets such as videos, animations and presentations.
- Provided front-end code and assets to the dev team.

Aces Health - SaaS
Senior UX/UI Designer – Contract   *07/2017 – 12/2018*

UX/UI Application and Mobile Design (iOS & Android)
- Provided UX strategies and analysis.
- Designed mobile screen flows and UI assets for Android and iOS.

- Designed specialized apps for research and healthcare organizations.
- Redesigned existing mobile app, desktop application and website.
- Provided UI assets and front-end code to the dev team.

Product Marketing and Design
- Designed logos, presentations, trade show displays, signage, brochures, business cards and other product and brand assets.

Red Cedar Solutions Group - SaaS

Design Director   *11/2010 – 07/2012*

UX/UI Development
- Provided design direction on all projects.
- Web application design and front-end development.
- Designed style guides and documentation for internal data science charting systems to be used for displaying analysis and metrics of live data within Michigan's education system.
- Worked on state and education projects that spanned K-12 and Higher Ed. Created tools for analyzing and managing scores and other metrics within the education system of Michigan.
- Designed prison record and profile management dashboards that provided access to convict and prison data. Designed security tools with notification and alert systems that were triggered by specific inmate/convict behaviors.

Product Marketing and Design
- Designed logos, presentations, trade-show displays, signage, brochures, business cards and other product and brand assets.

HIGHLIGHTED PROJECTS

AT&T & Wipro Technologies

Mobile Application UX/UI Design Consultant – Contract   *1/2010 – 2/2010*

Design and Development
- Created wireframes, high fidelity screen flows and assets for UI interactions.
- Provided in-depth design documentation for visual and interaction requirements.

Dr. Oz/OzWorks & ShareCare

Senior UI Designer – Contract   *11/2009 – 12/2009*

Design and Development
- Provided UX/UI and website design and development services.
- Designed mobile pregnancy app based on book by Dr. Oz. Created wireframes, mockups and provided final assets to the engineering team for implementation.
- Collaborated on other subsidiary websites, such as ShareCare.com.

WebMD

Senior Web Designer   *12/2008 – 2/2009*

Design and Development
- Provided UX/UI and website design and development services.
- Redesigned the primary website with new ad systems, video players, brand updates, article systems and page layouts.
- Daily projects included image research and editing, website analysis and updates.
- Designed sponsored ad campaigns, wireframes, mockups, interfaces, and other web and print related assets.
- Managed timelines and content development in a fast-paced environment.
- Provided full color mockups and storyboards for sponsors to review their ad placements throughout the website.

University of Georgia / College of Arts and Sciences

Web Developer Principal   *6/2002 – 12/2008*

Design and Development
- Provided creative services such as website design and development, graphic design, photography, video and multimedia to 40+ departments and programs.
- Created custom designs, mock-ups, graphic assets and functioning code.

NC Zoological Park / NC Zoo Society

Webmaster *6/1997 – 6/2002*

Marketing and Design

- Designed large-scale architectural signage systems, event displays, interactive kiosks and exhibits, vehicle graphics, marketing design assets, magazines and educational materials.
- Managed a multi-million dollar budget and supervised multiple employees.
- Design, engineering and installations of interactive display systems throughout the park.
- Provided web and graphic design, digital photography, video, IT services, multimedia production, and e-Commerce.
- Worked with Zoo vendors, photographers, and Time Warner to create content for interactive webcams.

EDUCATION

William has 30+ professional years as a Creator in Design, Marketing and Technology.

William's tenure in the positions he held within Higher Education required continuing education and soft skills training as an aspect of annual career evaluations. These Universities were the perfect place to receive quality continued education, while also working in cutting edge technologies on a doctorate level on projects and with colleagues.

(1992) Graphic Design, Bessemer State Technical College | Birmingham, AL
(1995) Digital Design, the Art Institute of Atlanta | Atlanta, GA
(2002-2008) The University of Georgia | Athens, GA

Continued Education: Advanced Adobe Creative Suite with certified Adobe Learning Center, Advanced Flash Development, Windows Network and Security Administration, Networked Multimedia Applications and Technology, Streamlining Web Content and Global Networking, Advanced XML, Advanced PHP Development

Professional Courses: Time Management, Team Management, Resolving Differences in the Work Place, Relaxation Under Pressure, Security Training: Identity Theft