



WILLIAM HALL
UI/UX DESIGNER

will@willustration.com
510.290.9182
www.willustration.com
linkedin.com/in/williamhall

CAREER TIMELINE

HEALTH
2047

AMA

5/2016 - current

NantMobile

7/2015 - 5/2016

Disney

Playdom

10/2009 - 9/2014

TapJoy

(formerly Offerpal)

7/2008 - 8/2009

ENGAGE

11/2007 - 9/2008

ebay

8/2004 - 11/2007

looksmart

8/2004 - 11/2007

SUMMARY

10+ years of hands-on experience designing award-winning user experiences for high-profile Fortune 1000 companies. I'm a detail-oriented UI/UX designer who specializes in hand crafting delightfully usable design systems that balance brand strategies with user, stakeholder, and technology needs.

DESIGN ACCOMPLISHMENTS

- Co-Designer on redesign of Shopping.com a comparison shopping site acquired by eBay-\$620 million
- Designed FindArticles.com - searchable archive of 11 million articles. Sold to CNET for \$20.5 Million
- Design work showcased in Jakob Nielsen's book Designing Web Usability: The Practice of Simplicity
- Hands-on Design Direction for 23 Game Titles at Playdom acquired by Disney for record \$763.2 million
- Co-managed Creative Services Team of 35 Designers, Artists and Animators at Disney Interactive
- 2010 GDC Online Award for Best Social Network Game

HANDS ON SKILLS

- **UX:** User Research, Ethnographic Studies, Competitive Analysis, Comparative Analysis, Use Cases, Personas, User Stories, Card Sorting, Information Architecture, Sketching, Site Maps, Wireframes, User Flows, Prototyping, Interaction Design, Usability Testing, UX Direction, Mobile UX, Gamification
- **Art/UI:** Moodboards, Experimental Concept Sketches, Rapid Design Iteration, Style Tiles, Mockups, Style Guides, Storyboards, Design Specifications, Custom Iconography, Illustration, Animation, Art

WORK EXPERIENCE

Health2047/American Medical Association • Design Lead • 5/2016 - Current

Hired to help transform US healthcare by designing simple, time saving, data-driven healthcare apps for both patients and physicians. Enabling physicians to spend more quality time with patients.

- Lead strategic design team thinking to distill complex medical information into simple intuitive app experiences, enabling real time telemedicine visits, and streamline EMR documentation for doctors
- Hands-on iterative design of application concepts, app prototypes, animated explainers and other marketing materials. Presented all concepts to C-level client stakeholders to ensure buy-in approval
- Designed usability testing protocols and ran usability testing sessions; rapidly iterating on designs in conjunction with testing to create a simple and delightful healthcare experience

Nant Mobile/Nant Health • UX Designer/Director • 7/2015 - 5/2016

Recruited to design personalized next-generation, evidence-based healthcare apps enabling improved patient outcomes and enable more effective treatment decisions for critical illnesses

- Hands-on design of the first natural language health app to gamify and promote a healthy lifestyle. Only app with an intuitive voice interface, enabling patients to make healthy choices quick and easy
- Evangelized and established the user testing program. Performed several informal and formal usability tests with cancer patients on pre-existing app to inform direction of product re-design
- Hands-on re-design of mobile cancer app for patients to better understand their diagnosis enabling them to actively participate in their care, review evidence-based treatments, and find top clinical trials

Disney Interactive • Sr. UX Designer • 7/2013 - 9/2014

Asked to join the Disney Network Platform Services team after company-wide re-org/reduction (26% cut - 700+ people)

- Hands on Art/UX Direction for Disney Spark (Mix) alpha prototype. A COPPA compliant freemium messaging app that let kids chat safely, expressing themselves with delightful interactive animated stickers, and avatars, swapping viral Disney content while playing interactive chat based games
- Art direction and concept art for Disney Playmation - Making imagination real - Drawings of wearable interactive tech virtual missions with friends, battle villains and defend the earth!
- Re-design of Disney Mobile Store - created tap-able wireframe prototype turning the store into a targeted content browsing system. Redesign increased volume of content browsed 150% and number of items added to the cart by 210% in testing
- Hands-on design of Disney's recommendation engine - design of information architecture, UX and visual design - connecting Disney fans with content they are most passionate about

Disney Interactive • Art Director • 9/2011 - 7/2013

Hands-on design direction for "Triple Click" a small Art/UX Team a Disney Interactive Game Studio

- Turned Playdom.com from a cost center into a revenue generator for Disney, gamifying the platform with real time chat, player guilds, badges, and rich profiles that displayed skill levels, achievements, live activities, progressions, and player interactions to create multi-dimensional psychological motivators that built lasting game habits.
- Hands-on design direction on Threads of Mystery a Top 3 hidden object game on Facebook & mobile
- Concept Art, Character Design, Game Story Design, Location Design and Game Level Design
- Managed a team of six artists and UI/UX designers using Agile and Lean design methodologies
- Recruited outsource talent to fill gaps, supervised creative resources, manage schedule and budget



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DESIGN PROCESS



IDEATE



PROTOTYPE



TEST



DISCUSS



ITERATE



RELEASE!

Disney Interactive/Playdom • UX Manager • 10/2009 – 9/2014

- Recruited to co-manage the Creative Services Team of 35 Animators, Artists, and UX Designers at Playdom, a social network game company acquired by Disney in August of 2010 for \$763.2 Million
- Hands-On UI/UX design/direction for 11 game studios. Titles: Marvel Avengers Alliance, Nemo's Reef, NBA Dynasty, World Series of Poker, Pirates of the Caribbean: Isles of War, Gardens of Time, Disney Gnome Town, Wild Ones, Mobsters, Mobsters 2, Sorority Life, City of Wonder, Threads of Mystery, ESPN College Town, ESPN Sports Bar & Grill, Poker Palace, Finding Dory and many more.
 - Created best UX practices for all content platforms for maximum guest retention and monetization, founded the user testing team and made key hires to grow usability testing program
 - Led efforts to standardize documentation and deliverables, to streamline game/app design process, creating impeccable style and design language consistent across all Playdom/Disney Interactive titles

TapJoy/Offerpal Media • Director of UX • 7/2008 - 8/2009

- Hands-on design direction of Offerpal's virtual currency advertising platform used by the world's top brands and highest-grossing app developers including Disney Interactive and Zynga
- Hands on design of next generation UX prototypes to increase monetization of social game offer walls, virtual currencies and wallet products
 - Performed user testing on rapidly iterated prototypes, and used research findings to improve design

Engage.com (now Christian Mingle) • Art/UX Director • 11/2007 - 9/2008

- Recruited to design next generation social dating introduction platform, creating a naturally playful and low pressure way to meet people using gamification mechanics
- Hands-on design, user experience research, and usability studies. Responsible for presentation of design findings, UX strategy and creative concepts to all C-Level stakeholders
 - Designed viral dating games and messaging system for users to meet people and make dating introductions, users spent an average of 28 minutes a day interacting on site

eBay - Shopping.com • Sr. UX Designer • 8/2004 - 11/2007

- Recruited to help redesign the leading online shopping comparison site. Purchased by eBay for \$620 million June 2005
- Designed intuitive search tools, engaging content, time saving navigation, and responsive layout to display millions of products and unbiased reviews from Epinions.com and DealTime.com
 - Lead Designer and UI Architect of Shopping.com's Merchant Account Center where thousands of top merchants: Amazon, Apple, Dell, Circuit City, eBay, Macy's, Zazzle.com, and many others upload and manage millions of products listed on Shopping.com

Willustration.com • UI/UX Designer • 4/2004 - Current

- Willustration specializes in freelance user experience, creative design and social media consulting for a number of paid and pro-bono clients who deserve extra special attention but don't have the budget
- **Wrap** - Usability consulting on a next-generation mobile engagement platform that deepens customer relationships, improves loyalty and drives e-commerce. Platform enabled clients to instantly create rich media app experiences without coding, avoid app store approvals, and app downloads. Created custom content for several top clients including: Whole Foods, Wells Fargo and Draft Kings integrating their content into a custom Wrap experience.
 - **Elephant Hero** - Pro bono volunteer Branding/Logo Design project for the Multi-sensory Interactive Learning Institute and Elephant Hero to help save the elephants and end all ivory commerce globally.
 - **Rosa Parks Elementary** - Pro bono custom illustration work for fund raising events, auctions and special class outings.

LookSmart • Sr. UI/UX Designer • 5/1999 - 4/2004

- Created seamless co-branded search and directory web portals for LookSmart syndication partner network of top portals, search engines, and ISPs including: Microsoft MSN, CNN, Sony, MTV, Warner Brothers, Shockwave, Netzero, About.com, Road Runner, InfoSpace, CNET and many more reaching 72% of the US internet
- Designed FindArticles.com which housed over 11 million resource articles from over 3,000 sources, including magazines, journals, trade publications, and newspapers. Sold to CNET for \$20.5 Million

EDUCATION

- Lynda.com - Avid content consumer always looking to learn new design tricks
- University of Oregon, BA Fine Art Concentration in Design and Animation, Honors
- Platt College, San Francisco, CA Multimedia Animation Certificate

OTHER

- Cycling Coach - Coached elite squad of USA Cycling licensed riders oversaw training and nutrition
- USA Cycling Category 1 licensed racer, competed at the Olympic Trials, Regional & National Champs