Nathaniel Williams

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Coding

CSS
HTML
Java
JavaScript
JSON
PHP
SQL

Design

Graphic Design
Information Architecture
Information Design
Interaction Design
Photography
Prototyping
User Experience
User Interface Design
Visual Design
Wireframing

Research

Competitive Analysis
Content Strategy
Data Analysis
Personas & Scenarios
Project Management
Usability Testing
User Research

Tools

Adobe Illustrator
Adobe Photoshop
Axure RP
Inkscape
Microsoft Office
Microsoft Project
Microsoft Visio
Tableau

Education

Bachelor of Science in Informatics | University of Washington - Seattle, WA
September 2010 - June 2014

Work Experience

Freelance Designer & Strategist | Self-Employment - Lynnwood, WA
January 2015 - Present

Freelance work for multiple projects, including content strategy, graphic design, information design, user experience, and photography. Created a logo and website for a proposed organization. Collected and updated data for infographic updates. Photographed youth football events.

User Interface Developer | DriveDecisions - Seattle, WA
November 2014 - January 2015

Advanced the development of DRiVE, an online application used for viewing combined data on a map. Added and modified data layers for improved understanding using SQL, GeoServer, and Google Earth. Improved DRiVE's user interface including menus and legends using JavaScript and JSON. Ensured compatibility on Windows and Mac OS, and on different web browsers. Determined and prioritized tasks for improving DRiVE with coworkers, and tracked tasks and technical issues using GitHub.

Marketing and Software Testing Intern | Zipwhip - Seattle, WA
June 2013 - August 2013

Evaluated web marketing methods for effectiveness, including retargeting ads and A/B testing for landing pages. Provided content for social media presences, and designed initial web advertisements for ad campaigns. Tested desktop and web applications on different operating systems and web browsers for quality assurance.

Projects

Whitelist - Informatics Capstone
January 2014 - June 2014

An application which utilizes a secondary phone number to only allow calls and text messages from pre-approved phone numbers. Served as the project manager and as a researcher. Performed user surveys, facilitated user testing, and created user personas and user flows. Analyzed wireframes and prototypes, and determined product branding with group members.

Reel Grrls Content Strategy Report - Informatics Content Strategy Course
January 2013 – March 2013

A report involving an analysis of a non-profit organization's website, and recommendations to improve their website content and layout. Analyzed and inventoried website pages and social media presences. Created a user persona based on a group interview with a stakeholder. Performed a competitive analysis with websites of five similar organizations using relevant heuristics. Evaluated and ranked webpage elements based on priority to the user.