

KRIS WILLIAMS

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SUMMARY OF QUALIFICATIONS

Visual Communication Designer looking to obtain a position that will utilize my proven expertise in user-centered design, product development, and instruction. Skilled in designing, writing, and editing with attention to detail, distilling complex information into written and visual form for specific audiences. Strengths include autonomous work ethic, project management, strategic planning, requirements gathering, product development, and leadership best practices. Active listener with demonstrated ability to think logically and critically, learn quickly, and collaborate well with others.

EDUCATION

Ursuline College, Pepper Pike, OH 2004 – 2005
Major: Master of Arts **Education**; Certification: **Reading Endorsement**

Kent State University, Kent, OH 1991 – 1996
Major: Bachelor of Fine Arts **Visual Communication and Design**; Minor: **Illustration** Honors: **Summa cum laude**

EMPLOYMENT HISTORY

MoxieDori, Inc. (www.moxiedori.com), Lakewood, OH 2015 - Present
President

Co-founder of a successful, sustained, internationally recognized design and manufacturing company producing innovative tools for journal & planner-related consumer markets with a highly responsive and interactive approach to customer experience.

- Prepare product sheets, how-to guides, online content, photography, video, and other interactive technologies to demonstrate use and promote products for customers and document internal processes
- Built and maintained multiple ecommerce revenue streams and design effective product marketing campaigns.
- Engineered innovative manufacturing solutions and product designs, unmatched by competitors
- Oversee all business operations, including vendor and inventory management, supplies and material procurement, accounting, budget projection, data-driven strategic planning, and process improvement

Tiny Desk Design (www.tinydeskdesign.com), Lakewood, OH 1999 - 2019
Creative Director

Fostered long-term, referral-based client relationships, providing affordable, high-quality graphic design services to corporations, software companies, marketing firms, small businesses, institutions, and nonprofit organizations.

- Specialized in client requirements gathering, prototype design, identity systems, ecommerce solutions, content management systems, print and online marketing and promotion, software user interface design, apparel and promotional product design, data-driven infographics, symbology systems, and annual reports
- Managed multiple concurrent projects, demonstrating strong organization, and time-management skills

Lakewood Public Library, Lakewood, OH 2008 - 2014
Computer Lab Technician / Technology Instructor

Provided research and technical assistance in a 60-seat technology lab, maintained computers and peripheral equipment, and authored curricula and delivered technology course instruction for non-technical adult learners.

- Designed, built, and maintained an employee intranet and documentation repository
- Authored, edited, and standardized electronic employee procedure, technical, operations, and training manuals
- Made continuous design improvements and content updates to the Library's external website

Laurel School, Shaker Heights, OH

2004 - 2007

Third Grade Lead Teacher

Provided engaging instruction using progressive teaching and classroom management strategies. Lead and mentored grade-level partners, designing and implementing integrated curriculum relevant to student interests while meeting state standards.

- Differentiated lessons and instruction in all areas of study, accommodating various learning styles, levels of readiness and abilities, and devised various methods of authentic assessment
- Facilitated the redesign of the Primary division's quarterly student progress reports, conducting parent and faculty interviews, creating an online documentation system, training colleagues, and collecting feedback
- Participated in Laurel's Independent Schools Association of the Central States (ISACS) year-long accreditation

CDI Corporation, Cleveland, OH

2000 - 2003

User Interaction Design Manager

Managed teams of software developers, usability designers, and visual designers on multiple, concurrent web application projects. Responsible for needs assessment, interaction design solution planning and documentation, and the provision of customer specifications utilized by multidisciplinary project teams to deploy reliable, user-centered and marketable products on schedule.

- Developed team processes and guidelines, creating work-flow diagrams, work instructions, and a time-tracking and resource allocation application to assist in employee time management and resource allocation
- Authored clear and comprehensive requirements, wireframe, and product training and support documentation
- Facilitated usability and quality assurance testing for all products prior to launch
- Authored and provided product training materials and demonstrations to internal and external customers
- Worked with executive leadership, division directors, product development teams, and clients to manage the flow of information among project workgroups prior to, during, and post-product development

Online Graphic Manager

1999 - 2000

Planned and implemented visual and interaction design solutions for application development, training, and support.

- Devised internal online training and product support system solutions and strategies
- Worked with content editors, software development, and technical support engineers to author and maintain clear and accurate product documentation and online support pages for internal and external end users
- Collected technical support and usability study data to improve end-user experience through product revision

Bayer Diagnostics, Oberlin, OH

1994 - 1999

Graphic Design Specialist

Created on-product, packaging, technical publication, and software user interface graphics and illustrations related to medical diagnostic systems produced and distributed worldwide.

- Worked with technical publication, industrial design, software, manufacturing, service, and engineering personnel to meet quality assurance standards and global medical device regulations
- Analyzed, and interpreted technical procedures and software interface schematics for user documentation

TECHNICAL SKILLS / LANGUAGES

- Microsoft Office Suite, Adobe Creative Suite, eCommerce platforms, CMS, CSS, HTML, and JavaScript

ACCOLADES / COMMUNITY INVOLVEMENT

Tyrian Artist of The Year, for using creativity as a guiding force in sustaining a community and giving it a voice 2019
Beck Center for the Arts, Lakewood, OH - Event Committee Member 2015 - 2018
Kauffman Park Friends, Lakewood, OH - Board Member 2015 – Present
Trinity Lakewood Community Outreach, Lakewood, OH - Event Committee Member 2010 – Present