

# WILL PHILLIPS

**Contact** WP@WILLPHILLIPS.ORG

503-577-9424

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## **Experience** Associate Director, Experience Design

VML

KANSAS CITY, MO

2016-2017

- Managed UX planning and execution on a long-term project with a yearly budget of over \$1.5m.
- Responsible for early stage project discovery, scoping, planning, content strategy, and information architecture efforts on enterprise-level websites, mobile apps, and multi-channel platforms.
- Lead client presentations, conduct discovery workshops with clients and other partners.
- Accounts were a combination of solo UX practitioner or team lead; the types of deliverables varied resultantly.
- Help lead cross-functional teams consisting of UX, creative, copywriting, and analytics professionals while working collaboratively with the project's creative and technical directors to drive the project forward.

## Senior Experience Strategist

BARKLEY / 40DIGITS

KANSAS CITY, MO

2015-2016

- Prepare pitch decks, project roadmaps, estimates, and scopes on \$70,000-\$500,00 engagements.
- Lead cross-functional teams and provide UX direction to developers, designers, & copywriters.
- Deliverables and tasks included requirements gathering, qualitative research activities, heuristic reviews, wireframes & clickable prototypes, workflows, journey maps, sitemaps, functional requirements, content models, content strategy, KPI definitions, and usability testing
- Engage regularly with clients & partners through status meetings, presentations, & project documentation.
- Improve the UX department by documenting processes & managing resourcing for eleven individuals.

## Freelance User Experience Architect

SELF-EMPLOYED & ASSORTED PORTLAND AGENCIES

PORTLAND, ORS

2014-2015

- Tasked with various UX deliverables: discovery documentation, IA, wires, content strategy & occasional comps.
- Engagements varied from self-directed consultations & project work, UX work as a part of a larger collaborative project team, and leading a small UX team of two direct reports (junior UX and visual designer)
- Agency contracts included Brothers & Company, R/West, Liquid Agency, and Downstream

## User Experience Designer

TAROT.COM

PORTLAND, OR

2012-2014

- Hired as the company's first UX role & tasked primarily with information architecture & wireframes
- Introduced UX best practices including user research, usability testing, and improved analytics reporting

## UX/UI Designer and Wordpress Developer

SELF-EMPLOYED

PORTLAND, OR

2011-2012

- Designed and developed Wordpress websites for small businesses, not-for-profits, and entrepreneurs.
- Additional work included print collateral, logos & identity systems, and site maintenance.

## Front-End Developer

INTEL

BEAVERTON, OR

2008-2011

- Converted agency comps to standards compliant, cross-browser XHTML/CSS.
- Acted as the developer rep in project meetings with stakeholders and agency partners.

## Associate Campus Director

CHI ALPHA

PORTLAND, OR

2005-2008

- Designed print, digital, and branding collateral. Organized meetings and volunteers. Extensive public speaking. Coordinated with other nonprofit organizations across the state for event planning.

## **Education** Bachelor of Science, Business Administration

OKLAHOMA STATE UNIVERSITY

STILLWATER, OK

2001-2005