jael williams /yah-elle/
product designer

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EXPERIENCE

Vantage Point Consulting, Inc., *Reston, VA — Product Designer*

NOVEMBER 2022 - PRESENT

Led user research, design sessions, and UI design to shape the mentorship platform's vision and strategy. Collaborated cross-functionally to align goals and enhance design quality through critiques and user-centered decisions.
- Projects: The Mentor Method — SaaS Product, Web Application

Vantage Point Consulting, Inc., *Reston, VA — Sr. UX/UI Designer*

JUNE 2022 - NOVEMBER 2022

Designed high-fidelity UI for data-driven websites and web applications and co-led the company's website and branding for a cohesive user experience. Mentored junior designers and supported career development.

Vantage Point Consulting, Inc., *Reston, VA — UX/UI Designer*

JUNE 2021 - JUNE 2022

Designed a comprehensive UI and cohesive brand identity for an employment discovery platform. Conducted user research and created prototypes to ensure intuitive navigation and seamless UX.

Richmond Pro Lab, *Richmond, VA — Color Technician*

FEBRUARY 2021 - JUNE 2021

Color corrected photography batches, honing an eye for color and consistency

Carriage House, *Richmond, VA — Brand and Web Designer*

JUNE 2020 - AUGUST 2020

To combat the loss of internships in 2020, we created a student run agency offering free advertising and design services to small businesses impacted by the pandemic

Richmond Pro Lab, *Richmond, VA — Production Designer, Graphic Designer*

MARCH 2018 - AUGUST 2019

To combat the loss of internships in 2020, we created a student run agency offering free advertising and design services to small businesses impacted by the pandemic

EDUCATION

The Brandcenter at VCU, *Richmond, VA — M.S. in Business and Branding, Experience Design*

MARCH 2018 - AUGUST 2019

Radford University, *Radford, VA — B.F.A. in Graphic Design*

MARCH 2018 - AUGUST 2019

SKILLS

UX Research, UX Design, UI Design, Prototyping, Branding, Concepting, Visual Storytelling, Design Strategy

TOOLS

Figma, FigJam, Mural, Miro, Adobe Creative Suite (Photoshop, Illustrator, AfterEffects, InDesign)

AWARDS & ACCOLADES

MAIP, *MAIP Selectee— Art Direction*

SUMMER 2021

MAIP, *MAIP Alumni— Art Direction*

SUMMER 2020

Adobe, *Adobe XD VCU Design Competition— 2nd Place Winner*

OCTOBER 2020