



jael williams /yah-elle

product designer

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Experience

November 2022 - Current
Vantage Point Consulting Inc.

Lead Product Designer

- Shaped product vision & strategy, led user research/design thinking sessions, and designed user flows, journeys, prototypes & high-fidelity UI for the mentorship platform.
- Collaborated cross-functionally to align business & user goals for the mentorship program.
- Led design critiques & retrospectives to elevate design quality, and championed user-centered design to inform mentorship platform decisions.
- Designed an intuitive platform fostering meaningful mentor-mentee connections & knowledge sharing.

Jun 2022 - Nov 2022
Vantage Point Consulting Inc.

Senior UX/UI Designer

- Created high-fidelity wireframes, prototypes, and pixel-perfect UI designs for complex products that integrate into multiple applications.
- Mentored junior designers and interns, providing guidance, feedback, and career development support.
- Co-led the design of the company's website and branding, ensuring a cohesive user experience across all touch points.

Jun 2021 - Jun 2022
Vantage Point Consulting Inc.

UX/UI Designer

- Designed and developed a comprehensive user interface (UI) for a platform that utilizes interconnected products to create a suite of employment and opportunity discovery services.
- Created a cohesive brand identity, including logo design, that resonated with the platform's target audience and user persona.
- Focused on user experience (UX) by conducting user research, creating wireframes and prototypes, and ensuring intuitive navigation for a seamless experience.

Education

Aug 2019 - May 2021
The Brandcenter at VCU

M.S. in Business & Branding, Experience Design

2 yrs working with cross-functional teams creating unique brand experiences for speculative and live clients

Acquired Skills: Strategy, Creative leadership, UX research, UX design, UI design, Figma

Aug 2013-May 2017
Radford University

B.F.A in Graphic Design

Classes in Photography, Motion Graphics, 3D Modeling, Packaging, Logo Design, Print & Document Design

Skills

Product Strategy • Wireframing • Prototyping • UX Research • Branding • Design Thinking • Figma • Cinema4D • Graphic Design • Creative Leadership • Adobe Illustrator, Photoshop & Indesign