



**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***

MAY 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

Create and customize templates for print production for a variety of national clients

## EDUCATION

### ***The Brandcenter at VCU,***

*Richmond, VA — M.S. in Business and Branding, Experience Design*

AUGUST 2019 - MAY 2021

### ***Radford University, Radford, VA***

*— B.F.A. in Graphic Design*

AUGUST 2013 - MAY 2017

## 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