

Jael Williams (yah'-elle)

UX/UI/Product Designer

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Portfolio: www.jaelwilliams.com

Experience

2021 - Present | UX/UI Designer, Vantage Point Consulting

A technology consultancy delivering digital solutions for professional development and training.

- Led UX/UI design and strategy driving increase in user engagement and reducing customer support inquiries through intuitive interface design and improved user flows.
- Designed and implemented responsive user interfaces using Figma and Adobe XD, creating interactive prototypes that accelerated stakeholder buy-in
- Developed and maintained a comprehensive component-based design system that reduced development
 - **Design:** UX/UI Design, Information Architecture, Design Systems, Branding, **Research:** User Research, Usability Testing, A/B Testing, Analytics, **Tools:** Figma, Adobe XD, Mural/Figjam/Miro **Methodologies:** Agile UX, Design Thinking, Atomic Design, Material Design

2020 | MAIP Art Director Intern, McGarryBowen NYC

Award-winning advertising agency; participated in the 4A's Multicultural Advertising Intern Program.

- Collaborated on multi-channel advertising campaigns and brand storytelling through mentorship and hands-on creative projects.
 - **Skills:** Visual Design, Branding, Campaign Development

2020 | UX/UI Designer, Carriage House

A design agency supporting small businesses affected by the pandemic.

- Designed branding and websites for small businesses, enhancing their digital presence and user engagement.
- Developed responsive design systems, ensuring usability across different screen sizes.
 - **Skills:** UX/UI Design, Branding, Web Design, Information Architecture

Education & Achievements

M.S. in Business and Branding, Experience Design (2020-2021) - VCU Brandcenter

- Transitioned from Brand Strategy (2019) to focus on experience design (2020-2021)
 - **Awards:** 2nd Place, Winter Sprint (2021) - Client: Peloton | 2nd Place, VCU Adobe Creative Jam (2020)

B.F.A. in Graphic Design (2013-2017) - Radford University

- Vice President, AIGA Student Chapter - Secured a \$10,000 grant to host exhibition
 - **Awards:** Best in Show (2016), Gold Addy Award (2016), Outstanding Senior Nominee (2017)

Certifications

- 508 Trusted Tester Certification (2025) - WCAG 2.0 AA accessibility compatible
- Atlassian Agile Certification (2025) - Agile UX methodologies