

William Deepe

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EXPERIENCE

GENERAL ASSEMBLY | UX/UI Design Immersive Fellow

Feb., 2022 - May, 2022

Buyer Folio's Entrance to the Mobile Real Estate Market

- Conducted analytics of the market to inform design thinking over a 3 week sprint.
- Created sketches for wireframing and synthesized data by affinity mapping.
- Facilitated design systems for the Buyer Folio's brand.
- Designed and tested 2, mid-fi mobile app prototypes with 5 users.
- Designed and tested 1, hi-fi mobile app prototypes with 5 users.

LinkedIn's Improved Job Tracker

- Conducted analytics of the market to inform design thinking over a 2 week sprint.
- Created sketches and synthesized data by affinity mapping.
- Designed and tested a mid-fi and a hi-fi mobile app prototype with 5 users.

PayPal's Split the Bill

- Conducted analytics of the market to inform design thinking over a 2 week sprint.
- Created sketches and synthesized data by affinity mapping.
- Designed and tested hi-fi mobile app prototypes with 5 users.

BAYLOR COLLEGE OF MEDICINE | Design Technician

Jan., 2021 - July, 2021

- Designed newsletters, brochures, signs, banners, posters, flyers and plaques.
- Designed and managed 15 to 20 orders weekly from beginning to completion for departments.
- Provided design thinking processes, consultation and project management that helped clients achieve their desired look and feel for each project.

DESIGNS BY DEEPE LLC. | Freelance Designer and Owner

Nov, 2018 - Dec., 2020

- Client company list included: Praxent and Southwest Gas which I designed original artwork such as: ads, logos, banners, web graphics and sales sheets by way of design thinking, concepting, and sketching.
- I provided quotes and bids for each project at Southwest Gas ranging from \$250 all the way up to \$10,000. A final bill was submitted and each project was managed by me until final artwork was delivered to the inhouse graphic designer.
- Praxent. I attended weekly staff meetings for design and product planning. At a \$55 hourly charge I provided design thinking, concepting ,design planning and artwork for weekly blog graphics deployed to the company website.

FIRST DATA - FISERV | Graphic Designer

Nov., 2013 - March 2018

- Designed gift card artwork for Walmart, Bed Bath & Beyond, Gyft and Amazon that were selected for national distribution following design systems' style guides and brand standards.
- Created \$125,000 of revenue project managing small quantity speciality card orders of 100,000 or less for companies that desired something a little extra such as glitter, lenticular or foils over a normal CR80 gift card.
- Provided in-depth assistance and consultant on press-checks with vendors to ensure quality and compliance with design systems and brand standards were met for gift card orders.

SUMMIT BUSINESS MEDIA | Graphic Designer

Feb., 2008 - March, 2013

- Designed, managed and produced ads, advertorials, roundtable features and special sections for Benefits Selling (BS) and Senior Market Advisor (SMA) monthly magazine issues.
- Designed the layout for Benefits Selling’s Buyers Guide issues from 2011 to 2012 that showcased each companies’ policy offerings for advisors to make new business contacts.
- Uploaded Benefits Selling and Senior Market Advisor magazines via Sharepoint for online viewing to their websites.
- Designed sales sheets for BS and SMA, magazine branding collateral, web banners for magazine issues and other promotional and marketing monthly material as needed.

PG EXHIBITS | Graphic Designer

June 2006 - Aug., 2007

- Designed graphics for exhibits and trade show booths; preflight provided art files as needed, and color management of all art files.
- Printed and laminated large format graphics for exhibits and trade shows using plotters.
- Cut and applied vinyl logos, lettering and other graphics to exhibits and trade shows.

INTERGLOBAL EXHIBITS | Graphic Designer

Jan., 2005 - May 2006

- Designed graphics for exhibits and trade show booths; preflight provided art files as needed, color management of all art files and printed and laminated large format graphics for exhibits.

SKILLS

UX/UI:

User Flows	Concept Sketches	Journey Mapping	Wireframing
Prototyping	Information Architecture	Site Mapping	Interaction Design
Graphic Design	Design Systems	User Interviews	Usability Testing
Competitive Analysis	Comparative Analysis		

SOFTWARE:

Figma	Figjam	Sketch	Microsoft Suite
Google Suite	Optimal Workshop	Trello	Canva
Slack	Adobe Creative Suite		

EDUCATION

UX/UI Design Immersive, General Assembly, Remote, Feb., 2022 - May, 2022

BA in Graphic Design, The Art Institute of Colorado, Denver, CO, Oct., 2001 - Dec., 2004.