

WIL GOOLSBY

Principal Designer

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SKILLS

Strategy & vision, Wireframes, Design systems, Accessibility, Interaction design, Information design, Interaction flow map, Storyboarding, Personas, Prototyping, Card sorting, User testing, Visual design, Documentation & Implementation of Typography, Color, Grids, and Guides Design thinking, HTML, CSS, JavaScript, React, Angular, Analytics (Piwik, Google), Complex enterprise end to end life cycles, Data Visualization, High Charts, D3Js, Mentorship, Internship program development,

EDUCATION

Indiana University Southeast - Bachelor of Arts: Fine Arts

WORK EXPERIENCE

NSF International, UX/UI Manager

APRIL 2021 - PRESENT, ANN ARBOR, MI (REMOTE)

Established and introduced UX processes to the organization, a public safety non-profit with a mission to protect and improve global human health. Primary focus was on implementing user centered processes around a legacy 25 year product listings application and many global websites across the organization. Performed qualitative and quantitative user research and identified opportunity areas utilizing performance marketing tools such as Verint ForeSee and Google Analytics. Functioned as an evangelist for User Experience and Product Strategy.

- Developed and implemented a design thinking strategy from early stage through to product launch.
- Introduced the wider leadership and individual contributor teams to user research methodologies.
- Completed a ground up scalable redesign of a 25 year old legacy application with 500,000 product listings using user research methods such as competitive audits, task analysis, SUS, remote user testing, and surveys, in order to shift user personas toward consumers as defined in the organizations 2021 strategic plan.
- Identified information architecture issues in a teacher targeted health initiative known as Scrub Club and designed an asset repository alongside grade school teachers utilizing moderated user testing methods such as tree testing and card sorting.
- Designed a flexible newsletter email template as part of a cross channel experience initiative to help bring our website and external communications in line which one another.

- Engaged with Creative & Brand in order to introduce accessibility and WCAG to the organization.
- Worked with the business development team to construct a parallax website for McDonalds that led to NSF International becoming one of 2 preferred vendors for McDonalds food safety initiatives.

EAGLE6, Principal Designer

SECURITY CLEARANCE: TOP SECRET

JUNE 2015 - APRIL 2021, JEFFERSONVILLE, IN

Established a user experience team and process for EAGLE6, a cybersecurity platform used by public sector customers such as the Department of Veteran's Affairs and the Department of Defense. Performed user research and examined current implementations. Functioned as an evangelist for User Experience and Product Strategy.

- Developed and implemented a design thinking strategy from early stage through to product launch.
- Recruited and managed a team of 13 designers to work through a design thinking process, including persona research and usability testing to design EAGLE6 in an agile environment.
- Led and championed an accessible, 508 compliant design system, using process development, design methods, and component libraries within the company SDLC to provide peak iteration and continuous value throughout the product lifecycle.
- Product launched with a multi-million dollar contract with a large US government organization.
- Received and continue to maintain an active Top Secret clearance.
- Championed accessibility, with a focus on Section 508, and proved compliance in order to obtain an authority to operate for our product with the US government.
- Facilitated live design and feedback sessions with an agile team and end users.
- Functioned as a stakeholder for all verticals, providing feedback specific to full product integration and history.
- Prepared one-off feature designs and mock-ups as needed to support the sales cycle, periodically requiring immediate turn around.

Eventure Sports & Firstegg, UX/UI Developer

NOVEMBER 2012 - JUNE 2015, LOUISVILLE, KY

Eventure Sports

Conducted requirements gathering, wrote functional requirements, designed, and implemented an event management multi-client web app platform. Worked through the User Experience process, including user research and usability testing for Eventure Sports.

- Grew the customer base from 0 customers to 6.
- Launched a professional (USL) soccer team's, Louisville City FC, initial season pass registration and announcement website.
- Worked with a small team of 5 in an agile environment to launch a startup product from conception to launch.

- Designed, prototyped, and implemented a user interface in Sketch and AngularJS.
- Participated in several usability tests to improve the user experience and interaction design of the product.

Firstegg

Designed, developed, and maintained custom theme CMS systems for 40+ RV dealers and a small number of Yogi Bear parks. Improved site usability through analytics and user testing to improve the customer experience.

- Worked as the only web designer implementing custom CMS themes on a DotNetNuke platform utilizing HTML, CSS, and JavaScript.
- Managed the client experience to ensure that best practices were being followed.
- Existing customer site upgrades increased dramatically after introducing a small portfolio of newer themes and functionality.
- Managed the integration and customization of the Property Manager plugin as an implementation of RV inventory tracking.

THE HARPETH GROUP, Web Designer

FEBRUARY 2012 - NOVEMBER 2012, LOUISVILLE, KY

Worked directly with clients in a web agency to deliver a web presence to small businesses. Designed and developed a content learning system for a medical facility to educate and certify their employees. The Harpeth Group experienced growth and was acquired by Firstegg. My transfer to Firstegg was part of the acquisition.

- Worked as the sole web designer to deliver static websites, email templates, and custom CMS themes.
- Wrote and gathered requirements and creative briefs with all clients to ensure we were meeting customer needs.
- Launched more than 10 custom CMS solutions for new clients.
- Shifted existing customers from legacy platforms to modern implementations of DotNetNuke, which I continued at Firstegg.