

Kelly Williams

UX | UI DESIGNER | DIGITAL & WEB DESIGNER | WEB DEVELOPER
BA Degree in Multimedia & Graphics
Languages: English/Afrikaans (fluent)
South African Citizen



Tel: +27 83 475 0460 | Email: Kelly.c.williams84@googlemail.co.za | Portfolio: www.kccd.co.za | linkedin.com/in/kelly-williams1

PROFESSIONAL PROFILE

A skilled digital design professional with 16 years of demonstrated work experience in design development across multiple platforms for effective brand campaigns and communication. Vastly skilled in web interface design focused on brand alignment and user journey experience. Strong attention to detail, and capable of delivering engaging and targeted designs. Highly adaptable and able to work in corporate cultures with diverse professional teams across global offices. Assertive stakeholder management skills and can engage with specialist technical teams to ensure successful brief delivery.

ACCOMPLISHMENTS

- **Investec Private Bank marketing Lead Designer:** Lead Designer responsible for upholding the Investec PB brand and client experience through all projects aligned with campaigns for 8 years. Work on the website platform (AEM) include the Information Architecture wireframes with very close stakeholder involvement, approvals, along with SEO alignment and final Legal go ahead.
- **UX project to align three Private Bank specific web pages to drive leads (2020):** Involved as part of team to align web pages to generate leads as per the business ask, as well as user engagement. Had to ensure the Information Architecture displayed correctly on pages from above the fold, as well as throughout the page layouts. Within sprints of the project process, research from adobe analytics, accompanied by client research helped pave that pathway to the users' needs from non-client to existing clients, all the while including the business objectives, and increased leads.
- **Attendance of special events**
 - Selected to attend the Loerie awards where Ogilvy won for work done on Investec campaign #MoreThanData (2019)
 - Selected as one of four to attend the 16 Nelson Mandela annual lecture (2018)
 - Attended Design Indaba for 2 consecutive years, held in Durban (2015/2016)

TECHNICAL SKILLS & EXPERTISE

- Corporate Identity Creation (16 years)
- Campaign Launch Material (12 years)
- Front & Back End Design (12 years)
- Customer Service Excellence (12 years)
- Web Design (12 years)
- UI Design (10 years)
- SEO Optimisation (4 years)
- Stakeholder Relations (4 years)
- UX Design (3 years)
- Brand Activation

TECHNOLOGY & COMPUTER KNOWLEDGE

- Adobe Creative Suite (16 years)
- HTML - Dreamweaver (14 years)
- Photoshop | Illustrator (15 years)
- AdobeXD (1 year)
- AEM (8 years)
- Figma (3 years)
- CSS (7 years)
- ZeroHeight (2 years)
- Editor (2 years)
- GitHub | Netlify (1 year)
- Visual Studio Code (1 year)
- React (1 year)
- API (1 year)
- JavaScript (1 year)
- Bootstrap (1 year)

EDUCATION & PROFESSIONAL QUALIFICATIONS

- **Udemy online courses 2022:** Figma
- **Certificates:** Front End Dev; React Dev, SheCodes Plus (Feb-June 2021)
- **CUA Certification, Human Factors International, South Africa (2019-2020)**
- **Certificate Level 5, TEFL (Teaching English First Language) (2020)**
- **Certificate, UX Designer/Practitioner, University of Cape Town, Get Smarter (2018)**
- **Certificate CAPM (Associate to Project Management), PM-ideas, Johannesburg (2016)**
- **Certificate of Intermediate, Portrait Photography, Vega School of Arts, KwaZulu Natal, South Africa (2013)**
- **Bachelor of Arts Degree in Multimedia & Graphics, Design Centre, Johannesburg, South Africa (2004 – 2006)**
Selected as one of two students to be an "in-book entrant" to have concept published in the D&AD 2006 Global Students Awards annual book.
- **Matric/National Senior Certificate, Curro Aurora Private School, Johannesburg, South Africa (2002)**

COMMUNITY INVOLVEMENT & PARTICIPATION

- **Nelson Mandela 67 minutes campaign:** Investec CSI program making toys for the less fortunate.
- **People's dispensary for sick animals, Soweto (2016):** PB team volunteering time to paint walls of animal shelter.
- **Santa Shoebox:** PB team project at Christmas time, to make Christmas boxes for orphanage children.

PROFESSIONAL CAREER HIGHLIGHTS

UX & UI Designer/Web Designer/Brand Custodian | Investec Ltd | Gauteng, South Africa | Apr 2014 – date

UX & UI Designer | March 2022 – Moved into a full UX Designer role with CXT (Customer Experience Technology) team at Investec.

Role and responsibilities include: Pre-login of dotcom (website) functionality across SA and UK. Alignment of Corporate identity as well as all functional components from pre-login, post-login and marketing collateral. Create alignment of templatising web pages for building user memory and create team awareness for testing and optimization. UI designing of AEM components where needed for stakeholders implementation, working closely with developers.

Digital, html and AEM Designer | Part of the Investec Private Bank marketing team of 25, developing strategies for campaigns with the digital platforms used to communicate internally and to clients. Service the Private Bank business unit in South Africa as well as for Mauritius and ensure alignment of information with the UK Private Bank marketing team. Part of user journey mapping sessions, ensuring all CI collateral is as needed before sending to clients. Report to the Creative Team Leader, who reports to Private Bank Marketing Leader.

Key responsibilities

- UX Design application, CUA (Customer User Analytics) workings | Optimizely platform training
 - Adobe MAX online webinar | Yearly Adobe insights and inspiration
 - Adobe Analytics learning webinars
- Analytics reporting alongside AEM page building with content edits, adding UX journey from HTML newsletters to landing pages, ensuring consistency.
- SEO page optimization for the Private Bank website pages.
- Work with Creative team on internal and external campaign launch materials including artwork for web, print, and HTML communications (responsive HTML mailers).
- Front end HTML communication with a back-end form (Wufoo, calendar insert, theme-related).

Major Projects

- **Global CI update (2020 – 2021):** A major project affecting every platform and medium in the organisation requiring rebranding and alignment across all legal entities, AEM web pages, HTML communications, and internal collateral. Alignment needed to uniform all work representing Investec for regions around the globe (SA, UK, Mauritius and even Tokyo), to look as one bank for all elements: logos, fonts, legal, zebras and colours.
- **#Morethandata campaign (2017 – 2018)**
 - **INTERNAL staff launch, (agency iCandi CQ):** The campaign set out to engage staff in one simple idea – that clients and staff are #MoreThanData.
 - **CLIENT launch (marklives.com):** Part of an in-house team working on client collateral, the objective to create visibility in a data-driven world, with an award-winning TV commercial (Ogilvy), which filtered across all mediums (print, cinema, digital and social media channels) with the hashtag #MoreThanData.
- Internal event assistance: Investec YPR (Young Professional Revolution) bike hand over in Kagiso, Soweto (2019)
- Internal Communication: Global Digital hackathon (2017)
- External Client Communication: Designed artwork for the look and feel of client trips/events/invites from HTML mailers clicking through to AEM (dotcom) page while being included in quarterly client communication as well as print collateral.

Digital Designer | Azura Media Ltd | Kwa-Zulu Natal, South Africa | Dec 2011 – Mar 2014

Azura Media Limited is an online marketing and management services company, servicing large international clients by managing and promoting their brands, providing customer contact services and developing leading technology solutions.

Key responsibilities

- Animated gif banners, HTML mailers and weekly newsletters.
- Updating websites, landing-page creation for game launches/monthly promotions and affiliates.
- Updating of Social media content every week – Facebook accounts for casinos.

Digital Designer | Verpakt Online Gaming | Kwa-Zulu Natal, South Africa | May 2009 – Dec 2011

Verpakt Limited is an online marketing and management services company, servicing large international clients by managing and promoting their brands, providing customer contact services and developing leading technology solutions with affiliate hosting and management.

Key responsibilities

- Designed and developed pages for campaigns www.vegaspartnerlounge.co.za (hidden from the South African market)
- Design digital banners, emailers (HTML), print (posters, brochures), logos, newsletters (HTML), updating and creating website pages for game launches.
- Responsible for management of the following sites: Casino-UK, Casino-AUS: (hidden from the South African market)
- Re-vamp and design of Cinema Casino (hidden from the South African market)

EARLIER CAREER HIGHLIGHTS

Graphic Designer (Contract) | Ezee Solutions | Gauteng, South Africa | Jan 2008 – May 2008

Graphic Designer (Contract) | Catwalk Restaurant & Events | Gauteng, South Africa | Oct 2007 – Jan 2008

Graphic Designer (Contract) | Virgin Spa Head Office | Gauteng, South Africa | Jun 2007 – Sept 2007

FREE LANCE WORK

- Euphoric – hair & beauty: Logo design (2017 – 2018)
- Groomingtons.co.uk: Website creation and updates (2016)
- Crush Night Club, Ballito (KZN): Annual December artwork, flyers and tickets (2013 – 2014)

Contactable references available upon request