

# Bill Ulrich

Graphic Designer for  
Web UI Development  
& Marketing

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## Qualifications

Multi-disciplined graphic designer with 15 years experience:

- ♦ Web development (design and programming)
- ♦ UI/UX and information design
- ♦ Marketing and social media development
- ♦ Identity/branding
- ♦ Motion graphics, video and audio
- ♦ Print production

Multi-industry design and marketing experience for B2B and B2C audiences. Industries include software, retail, travel, basic manufacturing, technology hardware, food and beverage; startup level to F500.

Strong comprehension of principles and challenges in creative, technical and business areas.

Detail-oriented, efficient prioritization of tasks to goals, and analytical problem solving.

## Technical

### Web/Dev

Hand-coded standards-based CSS, JavaScript, HTML (+ CSS3 and HTML5)  
JavaScript libraries (jQuery, Prototype)  
Familiarity w/ data-driven architectures including ASP.NET, PHP/MySQL CMS systems (Drupal, ChannelNet)  
Forms (+ advanced styling)  
SVN and SourceSafe version control  
SharePoint (+ customization)

### Graphics/DTP

Photoshop  
Illustrator  
Image Ready  
InDesign  
4/C process  
Advanced Acrobat PDF tools

### Marketing/CRM

Eloqua, Salesforce for demand generation, A/B conversion analysis  
Google Analytics  
NetSuite, X-Cart, OSCcommerce tools

### Social Media

FBML, FB JavaScript SDK  
Application and Tab development for "Pages"  
**Office Productivity**  
Word, Excel, advanced macro scripting

### Motion Graphics

#### Video/Audio

After Effects  
Flash  
Media Cleaner  
Multiple video formats including FLV, MP4  
ProTools  
WaveConvert

Cross-platform Windows/macOS and cross-browser development. Strong knowledge of typography, color, and aesthetic principles. Experience with Agile/RAD processes, SCRUM/Sprint methodology.

## Professional Experience

**Web Design Manager, Senior UI/UX Designer** Global Wine Company, LLC Sausalito, CA 2010-2011

Global Wine develops and operates wine club websites for national brand partners including Williams-Sonoma, New York Times, Food & Wine Magazine, and Omaha Steaks. Leading a team of junior designers, programming and QA staff, I accomplished several user experience and marketing goals for the company and its partners. Increases in club subscriptions, store case sales, and shorter conversion paths resulted from these efforts, reported by Google Analytics.

- ♦ Developed Facebook and Twitter social media presences for Williams-Sonoma and New York Times wine clubs, including specialty FBML and proprietary Facebook services for email and web marketing
- ♦ Revamped club and promotion navigation paths for increased "call-to-action" visibility
- ♦ Improved sale conversions for Williams-Sonoma bridal registry "wine-as-gift" options
- ♦ Designed and built new website features for "red-only/white-only" product mix distribution
- ♦ Designed new specifications for user-generated content and social media sharing, including wine rating and recommendation features

**Senior Designer, Marketing & Engineering** Triton Distribution Systems, INC Sausalito, CA 2007-2009

A developer of B2B travel applications, Triton Distribution created web-based GUIs, changing inventory booking for international travel from previous command-line methods. I designed interface and form-based product features, including navigation flow and user controls. Managed small engineering and quality-assurance teams. Developed targeted marketing for multiple audience segments, including industry “consolidators” and agency partners.

- ◆ Built modules for the company’s first .NET based SaaS (Software-as-a-Service), Red Dragon Express
- ◆ Designed interface frameworks for TritonTwist, a B2B supply app allowing vendor access to international agent inventories
- ◆ Built sales, landing and trial promotion pages to support Triton’s direct mail strategy
- ◆ Designed media kits and marketing collateral to support sales staff
- ◆ Re-structured legacy code for compactness and efficiency on the corporate and satellite product sites

**Founder, Freelance Design** dba Magnetic Diary Studios San Rafael, CA 2001-2007

Providing web, print and motion graphic design for contract hire.

- ◆ **PhysicianShare:** Designed social networking site for user sharing of pregnancy ultrasound video (concept: Facebook+WebMD)
- ◆ **Fair Isaac Corp (FICO):** Built email landing pages for Eloqua response tracking, managed outside vendors for these programs
- ◆ **HumanConcepts:** Developed product launch sites promoting new releases of OrgPlus organizational charting software, and presenting dynamic content comparisons of competing packages
- ◆ **Clear Case Legal:** Provided forensic graphics for legal firms requiring exceptionally clear and compelling information design
- ◆ **Shakespeare Theatre Co:** Produced and edited TV broadcast spots aired on ABC, NBC, CBS affiliates in Wash. DC market
- ◆ **Theatre de la Jeune Lune:** Created promotional video for “The Miser” (Moliere); this feature opened nationwide generating advance ticket sales, winning awards for use of stop-motion technique applied in After Effects

**Creative Director, Marketing** The SoftAd Group, LLC Sausalito, CA 2000-2001

This marketing/software agency provided strategies and solutions to help Ford Motor Co. and their subsidiaries, Jaguar and Lincoln-Mercury drive sales through independent dealer channels. Responsible for interface construction of an automated partner “mini-site” builder. Designed ten CMS-driven prototype sites to increase sales of SoftAd’s flagship server software, ChannelNet.

- ◆ Designed showcase sites featuring ChannelNet’s application in multiple industries (airlines, insurance, manufacturing, HVAC)
- ◆ Built web-based “model configurators” allowing end-users to select specific automotive needs and drive those sales to regional channel partners
- ◆ Managed outside vendors in a complete re-branding of SoftAd’s identity from that of a small service agency to a large-scale software design company, rebuilding the corporate site, and other company assets
- ◆ Designed media kits, motion graphics, and high-quality presentation brochures to support sales staff

**Division Manager, Web Services** Planet City Software, INC Sedona, AZ 1999-2001

A software startup featuring Y2K remediation products and boutique web services. Responsible for marketing development via trade-shows, (early stage) social networking sites, and client presentations. Managed projects with a team of seven internal and external members. Designed and built “web university” educational sites featuring testing and progression analysis. Increased sales revenue 20% each successive quarter.

**Manager, eMedia Bureau & Asst. Designer** 21<sup>st</sup> Century Media, INC San Rafael, CA 1994-1999

This marketing agency developed product promotions for Fortune 500 tech companies. C21 Media debuted technologies from Apple Computer, Sony Entertainment, and Solid State Logic. Managed the CD-R service bureau for hardware/media sales, premastering, and mass replication services. Assisted with design, programming and audio. Developed targeted advertising to increase quarterly revenue 10-15% every period; organized trade shows for MacWorld, tech and recording industry events.

## Education

**Bachelor of Science, Economics** California Polytechnic University Pomona, CA 1992

Emphasis on economy and finance of East/Southeast Asia