

William Raphael Battle, IV

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Professional Summary

User-focused UX Designer with experience designing accessible, responsive, and engaging digital experiences across web and mobile platforms. Adept at using Figma to create user flows, wireframes, prototypes, and design systems that solve real user problems while aligning with business goals. Strong collaborator with cross-functional teams. Background includes visual design, motion concepts, and Section 508-compliant content. Certified in Google UX Design and IBM AI Fundamentals; currently pursuing CompTIA Security+.

Experience

Dollar Tree, Chesapeake, VA **Store Planner**

April 2019 – Present

- Designed customer-centric store layouts using sales data and analytics, aligning spatial UX with enterprise retail strategies.
- Applied UX principles to physical/digital planning initiatives for store flow optimization and brand consistency.
- Collaborated cross-functionally with architecture, management, and executive leadership teams.
- Automated project assignment alerts, improving team efficiency and communication.
- Delivered over 96% of layout initiatives on-time, supporting continuous improvement and operational excellence.
- Drove a 3% QoQ revenue increase by aligning design strategies with merchandising and business objectives.

ARDX, Norfolk, VA **Graphic Designer & Medicare Analyst** *October 2015 – March 2019*

- Created accessible digital and print media for ARDX and CMS, aligning with WCAG and Section 508 standards.
- Translated complex healthcare data into clear, user-friendly visuals and presentations.
- Participated in Agile Scrum teams, aligning communication assets with evolving sprint priorities.
- Designed visuals for annual ACA government conference (QHP) and stakeholders, ensuring high-impact UX messaging.
- Collaborated with SMEs, analysts, and federal partners to execute user-centered visual strategies.

Freelance UX & Graphic Designer
Rphel IV Design · Virginia Beach, VA
May 2010 – Present

- Designed digital and print assets including logos, flyers, web graphics, t-shirts, vector illustrations, and brand collateral tailored to diverse client needs and industries.
 - Applied UX and visual design principles to enhance communication materials across web and mobile formats.
 - Produced graphics optimized for responsive platforms, contributing to engaging, accessible, and user-friendly experiences.
 - Collaborated directly with clients to gather requirements, present concepts, and deliver final assets aligned with business goals.
 - Coordinated professional printing and production of digital deliverables, ensuring color accuracy and visual consistency.
 - Utilized Adobe Creative Suite and Figma for layout, prototyping, and visual mockups.
 - Managed end-to-end project lifecycle from concept to delivery in fast-paced, deadline-driven environments.
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Education & Certifications

Old Dominion University, Norfolk, VA
Bachelor of Fine Arts in Graphic Design, Minor in Art History
August 2005 – May 2011

Advanced Technology Center, Virginia Beach, VA
Certificate of Completion – High Performance Manufacturing & Modeling and Simulation
2003 – 2005

- Certified in 3DS Max 2004 & 2005

Coursera (Google UX Design Certificate Program)
March 2021 – April 2022

- Completed multiple responsive web/mobile design projects with Figma, applying UX research, ideation, and usability testing.

IBM SkillsBuild – Artificial Intelligence Fundamentals
January 2024

CompTIA Security+ (SY0-701) – In Progress (Expected 2025)

Technical Skills & Tools

- **Design Tools:** Figma, Adobe Photoshop, Illustrator, InDesign, XD
- **Prototyping & Motion:** Interactive Prototypes, Final Cut Pro (basic), JIRA (familiar)

- **UX Design:** User Flows, Wireframes, Design Systems, Accessibility (508/WCAG), Typography, Style Guides
 - **Research & Testing:** Usability Testing, User Research Methods
 - **Front-End Awareness:** HTML, CSS, Dreamweaver (basic understanding)
 - **Project Management:** Agile, Scrum, Time Management, Cross-functional Collaboration
 - **Productivity:** Google Workspace, Microsoft Office Suite
 - **AI & Innovation:** ChatGPT, Midjourney (Prompt Engineering)
 - **Audio Engineer:** Apple Logic Pro, Avid Pro Tools, FL Studio, Reason Studios
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Portfolio

Available at www.rphelivdesgn.com – Includes UX case studies, responsive website prototypes, generative AI design integrations, and audio production & engineering.