William Raphael Battle, IV

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EDUCATION

Bachelor of Fine Arts Degree (BFA) in Graphic Design / Old Dominion University, Norfolk, VA, August 2005 - May 2011

GPA: 3.2/4.0

CERTIFICATIONS

•*Artificial Intelligence Fundamentals/ IBM Certification, January 2024*
•Completed a series of courses: Introduction to Artificial Intelligence, Natural Language Processing and Computer Vision, Machine Learning and Deep Learning, Run AI Models with IBM Watson Studio, AI Ethics, Your Future in AI: The Job Landscape.

•*Coursera Online/Google UX Design Certificate Program, March 2021 - April 2022*

•Executed User Research Methodologies to understand users' needs.

•Designed wireframes, intuitive low and high-resolution working prototypes, and ideated concepts to meet users' needs.

•Applied insight from User Research Methodologies and Visual Design strategies to design apps, responsive websites, and other digital experiences.

•Applied Web Content Accessibility Guidelines (WCAG) recommendations to products to create a more inclusive and equitable experience.

•Collaborated with multiple designers and users to iterate continual improvements to working prototypes.

SKILLS

•**Soft Skills:** Collaboration, Help Desk Computer Diagnosis/ Troubleshooting, Project Management, Verbal and Written Communication, Effective Interpersonal Skills, Collaboration with Stakeholders, User Experience, Time Management, Adaptability, Analytical Thinking, Creative Problem Solving, Passion for User-Centered Innovation, Hard Work Ethic, Attention to Detail.

•**Hard Skills:** Figma, Adobe XD, Photoshop, Illustrator, InDesign, Microsoft Word, Excel, PowerPoint, Visio, Google Docs, Sheets, Slides, Front-end web development (cross-browser compatible, responsive, accessible), Section 508 standards, WCAG recommendations.

PROFESSIONAL EXPERIENCE

Store Planner | Dollar Tree, Chesapeake, VA | April 2019 - Present

•Collaborate with Stakeholders - Management, Director, Vice President- to strategize intuitive layouts to meet users' needs.

•Designed store layouts to align with Americans with Disabilities Act (ADA) Guidelines.

•Collaborate with Architecture Teams, Architectural Projects Managers, Distribution Teams, and other technical teams to understand project requirements and meet Service Level Agreements (SLAs).

•Applied creative problem-solving strategies to automate project assignments and notifications for the Architecture Teams.

•Executed multiple projects and revisions above a 96% timely rate to demonstrate effective time management.

•Implemented data analytics from detailed sales revenue to design creative solutions for non-standard store layouts to maintain Dollar Tree's brand identity.

•Contributed to a 3% Quarter over Quarter (QoQ) revenue increase by designing stores with user-centered designs.

Graphic Designer & Medicare Analyst | ARDX, Norfolk, VA | October 2015 - March 2019

•Applied Graphic Design Theory principles, trends, and industry knowledge to design high quality digital and printed deliverables for ARDX and Centers for Medicare & Medicaid Services (CMS) stakeholders.

•Collaborated with ARDX - Executives, Subject Matter Experts (SME), Consultants -and CMS Stakeholder to information gather, ideate, and design digital and printed deliverables.

•Collaborated with ARDX and CMS stakeholders to design large-scale aesthetically pleasing digital and printed experience for CMS-hosted public events such webinars & Qualified Healthcare Plan (QHP) Conferences.

•Audited/authored documents for 508 Compliance and Accessibility standards as a SME deliverables to ARDX and CMS Stakeholders.

•Presented multiple designs and milestones to stakeholders.

•Executed Agile Scrum methodologies to maintain projected timelines for CMS deliverables.