

# RANDALL WILLIAMS

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## SUMMARY

Experienced technical and creative team leader with extensive experience designing and developing user centric interfaces for Internet and Intranet websites using HTML, CSS, JavaScript and JQuery. Equally comfortable working autonomously or within a team environment. Adept at managing User Experience teams in agile environments. Passion for solving difficult UI issues and creating streamlined online experiences.

- Designing web UI since 1993
- Experienced with responsive and mobile-first websites.
- Adept with code and content editors like Dreamweaver.
- Experienced with managing SharePoint Online sites and content.
- Experienced with managing content through Content Management tools like Drupal or WordPress.
- Skilled illustrator and Graphics Designer.
- Skilled with using Analytics to guide and inform website UI, Design and usage.
- Comfortable managing teams of technical and creative people.
- Experienced with managing Social Media presence.

## TECHNICAL SKILLS

- HTML
- CSS
- JavaScript, JQuery & Ajax
- Adobe Creative Suite
- M365 Applications
- Drupal & WordPress
- Analytics & Web Data Analysis

## PROFESSIONAL EXPERIENCE

**Metropolitan Government of Nashville, Nashville, TN**  
City Government

**2014-Current**

### **Division Manager, Web-Based Content**

Responsible for leading team that manages content and design for the city's website, Nashville.gov. Regularly serve as a liaison between I.T. management, Metro departments, Council members or other political entities as needed to ensure the smooth operation of the website which serves as a critical touchpoint with citizens of Nashville and Davidson County.

- Implemented major overhaul of the city website resulting in improved customer satisfaction and increased usage.
- Assisted the M365 team in a complete overhaul of the Metro Intranet, InsideMetro resulting in an improved solution allowing for more departmental self-service.
- Designed multiple logos and graphics used across several Metro programs or applications.
- Managed and grew the city's Open Data program to allow for greater access for citizens to Metro data.

**INGRAM CONTENT GROUP, La Vergne, TN**

**2001-2014**

Wholesale Content Distribution

**Manager, Web Content & Design**

Responsible for maintaining design and across multiple public websites as well as the company intranet. Regularly served as liaison between Marketing and I.T. ensuring smooth communications between the two departments.

- Implemented major UI overhaul of major website resulting in improved customer satisfaction and increased usage.
- Developed unique prototype that decreased development time and allowed changes to site to be tracked by release and historically back to websites original creation.
- Designed and prototyped a new textbook buyback website allowing developers to concentrate on data interactions rather than design.
- Implemented web content and design changes through Microsoft SharePoint and by directly adapting the HTML and CSS for the websites.
- Collected data used in the monitoring and reporting on website traffic and performance and used that data to improve SEO and User Experience.
- Developed web-site mock-ups for clients to ensure quality control and client satisfaction before project development phase.

**DIGITAL DOG,INC Nashville, TN**

**1999-2001**

Web and Print Design Agency

**Art Director**

Served as team lead for several in-house designers working on web and print projects across many different business segments.

- Designed and developed websites for many local and national organizations including Early's Honey Stand, Shoney's Restaurants, Word Records, Vanderbilt Children's Hospital and several banking and health care institutions.
- Mentored new web developers encouraging best practices and creative coding.
- Created print materials such as full-color catalogs, brochures, and box art.

## **EDUCATION / TRAINING**

**Bachelor of Arts Degree, Graphic Design**  
Minors in Graphic Arts and Photography  
Eastern New Mexico University, Portales, NM