

# SAVANNA WILLIAMS

Georgia, USA | P: +1 6784312831 | [swilliams090@gmail.com](mailto:swilliams090@gmail.com) | [linkedin.com/in/savannawilliams](https://www.linkedin.com/in/savannawilliams)  
Portfolio: [www.savannawilliams.com](http://www.savannawilliams.com)

## EDUCATION

---

### LESLEY UNIVERSITY

*Bachelor of Science in Design for User Experience*

Cambridge, MA  
Dec 2021

- Dean's List Fall 2020 and Spring 2021
- Cumulative GPA: 4.0/4.0

### TREEHOUSE

*Front End Web Development Techdegree*

Remote  
Sept 2020

- Completed nine front-end web development projects using HTML, CSS, and JavaScript.
- Verified certificate available here- <https://www.credential.net/78d348d0-cff7-4f99-bdf6-2505f4cf3a2a>

### ANIMATION MENTOR

*Diploma in Advanced Studies in Character Animation*

Remote  
Sept 2014

- Completed all 6 Animation Mentor 3D character animation courses, covering body mechanics and acting.
- Acted as a Peer Buddy from Jul 2014 - Sep 2014, giving weekly feedback to underclassmen.

## EXPERIENCE

---

### A CULTIVATED NEST (*Frugal lifestyle website-* [www.acultivatednest.com](http://www.acultivatednest.com))

*UI/UX Designer*

Smyrna, GA  
Feb 2015 – Present

- Organized and led the big website redesign in 2015, collaborating with web developers. Communicated with the primary stakeholder frequently to retain the core brand personality. Presented changes frequently to the stakeholder to help facilitate a frequent feedback loop. The redesign reduced the website bounce rate by 7%.
- Developed the new website's design system and the new style guide for website and marketing graphics.
- Developed the redesigned email newsletter template, increasing click-through rates by 3%.
- Analyzed data from 15,000 email subscribers and used outputs to guide marketing and content strategies; 10% increase in email open rates and 2x social shares.

### THE DIGITAL DOWNLOAD SHOP (*Downloadable products ecommerce website-* [www.thedigitaldownloadshop.com](http://www.thedigitaldownloadshop.com))

*Owner + Lead UX Designer + Lead Graphic Designer*

Smyrna, GA  
Jun 2012 – Present

- Designed the majority of the downloadable planner products and clipart assets.
- Led a team of freelancers consisting of graphic designers and content writers. Developed the brand style guide, and trained the team to ensure all work stayed on brand.
- Analyzed data from 10,000 sales and used outputs to guide marketing and product strategies; 20% increase in average order value and 3x social shares.
- Led the new Shopify website launch through several iterations, and developed the website's design systems. The final iteration of the website increased conversion by 1%.

### FREELANCE ILLUSTRATOR + 2D ANIMATOR

*Digital Photoshop artist and Flash Animator*

Smyrna, GA  
Aug 2012 – Feb 2015

- Created digital artwork and character concept art for individuals and small companies.
- Made short 2D animations in Flash for companies to use in marketing and educational videos.

## SKILLS

---

- Wireframing
- Prototyping
- Figma
- Adobe XD
- Invision
- Balsamiq Wireframes
- User Interviews
- Surveys
- Usability Testing
- Personas
- Empathy Maps
- User Flows
- HTML5
- CSS3
- JavaScript ES6
- Animation
- Collaboration
- Communication