



# WILLIAM ELDER

## CHIEF OF DESIGN

LAS VEGAS, NV

### ACCOMPLISHMENTS

Corporate Branding for eBizAutos

Design & Development of Volkswagen Incentives System

Lead developer on the new eBizAutos website platform, powering over 1300 websites

### INTERESTS



#### PHONE

702-769-5479

#### WEBSITE

www.eldrmedia.com

#### EMAIL

will@eldrmedia.com

## EXPERIENCE

*eBizAutos*

### CHIEF OF DESIGN

2016 - Current

Responsible for overseeing all design and innovation aspects of eBizAutos' product line and services, including product design, graphic design, user experience design, and front-end coding practices. Collaborated with department heads from the technology and product teams to better understand UI/UX requirements on a various projects. Managing a team of 6 creatives with a vast amount of knowledge in all areas of design and development. Building a design culture and language within eBizAutos is a top priority.

*eBizAutos*

### SENIOR DESIGNER | UI & UX

2013 - 2016

Partnered with account managers to create digital marketing concepts and execute them from start to finish. Carried out all visual design processes from concept to coding to quality assurance. Experience with customer interaction in gathering project requirements and translating them into high & low fidelity wireframe designs. Provided creative leadership on internal branding projects as well as for some of the nation's largest automotive groups. Mentored junior-level designers - kept them up to date with the latest design techniques and coding practices.

*eBizAutos*

### WEB & GRAPHIC DESIGNER

2007 - 2013

Worked with multiple visual design style guides and OEM franchise compliancy's to ensure continuity of site design across all consumer touch points. Helped work on an integrated brand strategy, creating visual design concepts, defining product attributes and iconography, to creating detailed visual design specifications for implementation.

*BannerView.com*

### WEB DESIGNER

2005 - 2007

Designed and maintained numerous websites, ppc display ads and newsletters. Many of which were integrated with the in-house e-commerce system. Designed and developed their proprietary website hosting control panel - still in use to this very day.

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## EDUCATION



*Bachelors of Science, Digital Entertainment & Game Design*

**ITT TECHNICAL INSTITUTE - LAS VEGAS, NV**

2005 - 2007

*Associates of Science, Multimedia*

**ITT TECHNICAL INSTITUTE - LAS VEGAS, NV**

2003 - 2005

## EXPERTISE



ADOBE CREATIVE SUITE

SKETCH

FIREWORKS

BALSAMIQ/WIREFRAMES

JIRA - PROJECT MANAGEMENT

HTML5/CSS3

LESS/SASS

PHP

BOOTSTRAP

HANDLEBAR JS

JS/JQUERY

AJAX