

Gwendolyn Williams

User Experience Designer

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EXPERIENCE

Design & Web Development Co-op Linden Digital Marketing

AUGUST 2025 - PRESENT

Working with clients and team members on digital marketing campaigns. Developing intuitive, responsive websites in WordPress, optimized for desktop, tablet, and mobile experiences.

Multimedia Designer, Part-time Indium Corporation

AUGUST 2023 - JUNE 2025

Created an engaging 2024 internship awareness campaign, driving an increase in applications. Collaborated with stakeholders to design marketing materials for both internal and external initiatives.

Marketing Communications Intern Indium Corporation

MAY 2023 - AUGUST 2023

Coordinated the 2023 internship marketing campaigns, developing a cohesive visual identity that enhanced brand recognition. Led Indium Corporation's social media campaign for the National Internship Competition, increasing votes by 200% over the previous year.

PROJECTS

Overboard, User Experience Designer Rochester Institute of Technology Capstone

JANUARY 2025 - MAY 2025

Collaborated on the UX development of an immersive experience blending physical gameplay with interactive projections.

Awarded 'Best Interactive/Experiential Award' at the Motion Design Education Summit's MODE Fest in Prague, 2025

Commissioned by RIT to present to students, October 2025

EDUCATION

Rochester Institute of Technology, 2021 - 25

New Media Design BFA
Marketing Minor

SKILLS

Technical: UI/UX Design, User Research, Wireframing, Prototyping, Product Design, Usability Testing, Illustration, Motion / 3D Design, HTML, CSS, Photo / Video Editing

Tools: Figma, Wordpress, Elementor, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premier, Rive, Cinema 4d, Visual Studio Code, HubSpot, Hootsuite, Asana

Soft: Project Management, Problem Solving, Emotional Intelligence, Effective Communication, Motivation, Collaboration, Creativity, Attention to Detail, Organization

AWARDS

RIT Dean's List, 2022- 2025

National College Athlete Honor Society, 2025

WayUp's 2023 Top 100 Interns List & Presenter Award, 2023