

# 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