

# WILLIAM J. PEREIRA

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## EXPERIENCE / EMPLOYMENT HISTORY

### Director, Product User Experience

*Nov 2017–Present*

#### SmartLinx Solutions

*Iselin, NJ*

- Oversee the design and delivery of both the SmartLinx6 Enterprise HCM SaaS Application and SmartLinx GO mobile application experiences which clients and users encounter throughout their entire product journey (from pre-sales thru production and post go-live support).
- Ensure continuous innovation of the user experience by conducting extensive user research with clients and users (e.g. CTA Studies, Observation and In-depth Interviews) to rapidly improve and validate design decisions.
- Strategic development of the product roadmap (and establishing revenue goals) based on NPS Scores, market trends and competitive drivers.
- Mentored and taught various department team members best practices for conducting research, performing usability tests and communicating/interacting with end-users.
- Daily collaboration with cross functional agile teams of 2 - 30+ members in order to build a share understanding of user needs, application behaviors and strategic goals (scrum calls, planning sessions, refinement meetings and more).
- Achieve best in class user experience outcomes, measured by perceived product value, user engagement, client renewal, new logo acquisition or competitive conversion.
- Inspire new communication methods and new customer engagement programs, built innovative methods and metrics to use for company research, collaboration and customer satisfaction while strengthening the overall customer experience.
- Build sketches, wireframes and high-fidelity clickable prototypes utilizing a user-centered design philosophy to clearly communicate concepts to teams, stakeholders and users.

### Senior UX/UI Designer

*Apr 2011–Nov 2017*

#### Surround Technologies

*Bloomfield, NJ*

- Principle designer for an agile ISV; responsible for the design of the core product (*Accelerator*) as well as various Windows, Web and Mobile apps for clients of varying industries; hospitality, retail, manufacturing, textile, government entities, commodities, finance, and more.
- Spearheaded a synchronization of multi-channel marketing efforts to promote brand, product and services awareness throughout software and various trade industries. Efforts included using user-centered design techniques to create informational and marketing collateral for digital and print use, website and micro sites, email broadcasts, webinars, trade show materials, press release writing and distribution, case studies and white papers.
- Projects and designs handled from concept through completion; worked directly with clients from onboarding, through iterative development phases and QA to create enterprise level applications.
- Experienced in designing for various development technologies such as WPF, ASP.NET (MVC3 - 5), Silverlight and web technologies such as HTML, CSS, jQuery, jQuery Mobile, Bootstrap and more. Key focuses on designing Responsive Web Applications that were cross-OS and cross-device accessible as well as Line-of-Business applications.
- Proficient in UI modernization strategies from legacy systems with high adoption rates.
- Conducted user research and usability studies with clients to study active and future releases of projects with a wide array of design scopes; worked remotely and on-site to increase usability, efficiency, adoption and overall user satisfaction.

## SKILLS

### Prototyping Tools:

Invision App  
Sketch  
Figma

### Design Tools:

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Acrobat Pro  
Adobe Premiere  
Dreamweaver  
Final Cut Pro  
Camtasia

### Productivity Tools:

Microsoft Word  
Microsoft Excel  
Microsoft Outlook  
Microsoft PowerPoint  
Microsoft Sharepoint

### OS/Libraries:

Windows (XP-10)  
OSX (10.1 – 10.15)  
iOS (4-13)  
Android (2.2-10)  
Angular  
React.JS  
Kendo UI

## **Creative Director**

*Jun 2002–Apr 2011*

## **Sixth Avenue Electronics**

*Springfield, NJ*

- Developed promotional collateral for in-house advertising unit as well as major consumer brands; including branding and style guides, weekly inserts, catalogs, billboards, television ads, social media and digital marketing efforts - effectively branding company name in over 40 cross-channel markets (with a high focus on the Northeast/NY Metro market).
- Responsible for the design, launch and maintenance of custom retail front-end and back-end point-of-sale systems, with yearly revenue exceeding \$250M, including an integrated e-commerce system with various SAP and third party integrations.
- Technical director on company initiatives affecting all public interactions in-store and online. Provided development and usability research for projects undertaken in broad and specific markets.
- Managed large internal creative team comprised of graphic designers, front end developers, back end developers, copywriters and content and social media managers.
- Directed various third party companies and simultaneous ongoing projects for company growth.
- Spearheaded the public relations initiatives for the company, including media events at the request of various Fortune 500 vendor partners for product launches and series distribution announcements.

## **VP of Marketing/N.E. Remote Consultant**

*Oct 2005–Feb 2010*

## **The Kandun Group**

*Charlotte, NC*

- Guided all stages of marketing initiatives from concept to deployment.
- Oversaw management of internal and remote creative teams both on-site and remotely

## **EDUCATION**

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## **Kean University**

*2001– 2005.*

*Union, NJ*

- B.A., Communication | Minor in French Language