



# WILLIAM MARGIOTTA

• CREATIVE THINKER •

## EDUCATION

**Bachelors in Graphic & Web Design**  
The Art Institute of Phoenix  
Mar. 2013

**Associates of Fine Arts**  
Scottsdale Community College  
Sept. 2010

## SKILLS



## AWARDS

**“Stevie Award”**  
Best use of technology through customer service

**“GoDaddy Luminary Award”**  
Top Design Performer

## CONTACT

480.789.2556

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WMARGIOTTA.COM

## EXPERIENCE

**Sr. UX Designer | I-ology** July 2017 - Dec 2017

Establish the structure, logic, and visual design of digital products. Create process flows, wireframes, mock-ups, and prototypes. Create and present designs that meet the strategic objectives for our clients. Collaborate with our development team to ensure that design specifications are implemented. Monitor the performance of projects post-launch and make recommendations for optimizations.

**Sr. Web/UI Designer | PetSmart** July 2016 - July 2017

Played a key role in the launch of PetSmart’s Website Re-Design on a fully responsive platform. Oversaw and Art directed photo shoots for quarterly campaigns and company-wide projects. Managed the web team contractor’s day-to-day projects. Lead designer for creative strategy & developing toolkits for several seasonal campaigns. Established UI/UX for executive level projects through landing pages and PetSmart’s App.

**UI/UX Designer | Candid Maven (Contract)** May 2016 - July 2016

Responsible for art direction, branding, and front-end web development for the Education Directory landing pages. Established UI/UX design concepts for interior social form pages.

**Logo Design Manager | GoDaddy** May 2015 - May 2016

Helped create, pilot, & launch an award-winning, new product within GoDaddy’s Creative Department. Successfully hired, trained, and managed a team of Graphic Designers. Continued to assist marketing and sales teams to increase product units, while maintaining strong leadership & trainings within the department.

**Lead UI/UX Theme Designer | GoDaddy** Nov 2014 - May 2015

Developed initial themes for a new website product offering. Designed & developed website templates and themes for designers to use for customer projects. Led department trainings on best practices for new product offerings. Worked with other departments to create new themes for GoDaddy FOS.

**Sr. Graphic/Web Designer | GoDaddy** May 2013 - Nov 2014

Managed multiple projects under tight deadlines, from customer websites to executive level projects. Created new innovative ways to work around GoDaddys website builder software, resulting in multiple department changes. Provided art direction to other designers / project managers.

**Sr. Graphic Designer | Eric Herrmann Studios** July 2011 - May 2013

Managed and mentored Jr. designers, oversaw final designs before print, designed yearly magazine advertisements, designed various illustrative logo design projects.

## INTERESTS

