

WILLIAM TREKELL

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CAREER HISTORY

Amazon

Senior User Experience Designer

May 2011 - Present

Creating solutions that merge the practices of interaction and visual design with the goals of expediting the design process and providing user-centric design solutions for complex applications and services.

Amazon Logistics

Providing guidance to the user experience team in the creation and application of a pattern library to be used across a suite of products while working with product managers and developers in the formation of several key applications to help Amazon's delivery service partners.

Amazon Web Services

Leading the user experience, research, and development groups in the creation and implementation of a user interface framework for the AWS Management Console that is visually clean, based on data-driven design, and easy to use.

Cultivated Creative

Principal

April 2008 - October 2011

Providing services to organizations of all sizes that include creative direction, brand creation, user experience, web and application interface design and the creation of standards-based templates on a project and part-time basis.

Key collaborations include:

NASA

NASA Nebula

Design and development of the NASA Nebula Cloud Platform site and a HTML/CSS framework for use within an Agile environment by developers to rapidly prototype and deploy NASA Apps and individual mission specific sites.

International Space Station Photosynth

Worked in collaboration with NASA and the Microsoft Photosynth team to develop an online multimedia experience featuring the International Space Station which highlighted key improvements in Silverlight for its launch date.

ACCLAMATIONS

"Few times in my entire career have I seen an individual with such raw creative talent and deep understanding of the problem space as I have seen working with William Trekell. William has a unprecedented eye for detail that is second to none. Through his deep tribal knowledge of the cloud computing space and his in-depth understand of design, he was able to really push our platform ahead."

Nick Fink

UX Design Manager

Amazon Web Services

"William is a very talented UX designer who is capable of seeing the big picture while he focuses on critical details. He is strong in all aspects of UI design. He has very high standards and can back them up."

Peter Hilgendorf

UX Design Manager

Amazon Web Services

NASA eClips

Provided technical leadership in collaboration with the National Institute of Aerospace, Internet Archive and YouTube to create several sites that leveraged the offerings of each organization and deliver a quality educational experience.

NASA 3D Resources

Led a NASA web team to create the 3D Model Resources section within the NASA CMS while collaborating with separate NASA groups and third party vendors to obtain permission to utilize their models within the site.

Allrecipes International

Worked with executive leadership in providing artistic direction in the realignment of Allrecipes international websites with corporate brand, design a mobile website and the creation or marketing related materials.

Intellectual Ventures

Conducted usability studies on the existing asset and process management system to identify user pain points and to make recommendations on how to improve the user experience by simplifying common tasks and streamlining user workflows.

Vacatio

Worked closely with the company founders in creating the brand identity, providing creative direction for the web design while providing page templates for the presentation layer of the user interface for use within a private beta release.

Escapia

Senior Web Designer & Developer

July 2004 - April 2008

Provided creative direction for branding, marketing materials, sales materials and the visual design of two corporate websites while collaborating with the development team in the creation of multi-tiered HTML/CSS page templates for each site.

ClearStay

Provided creative direction on projects including the brand identity, user experience, user interface and marketing collateral. Responsible for creating HTML/CSS templates of key pages for the development team.

X10 W.T.I.

Senior Web Designer & Developer

June 2003 - June 2004

Led the web team in the design and development of daily web content, images and sales related collateral. Streamlined workflow

“William was extremely professional and focused on what we needed for each project. He did great work and recommended solutions that both met our requirements and inspired new thinking.”

Patricia Lee Smith
Vice President, International
Allrecipes.com

“I have had the privilege of working with William Trezell in 2011 and it was absolutely great to work with him.

Will was able to very quickly assess the needs of the projects and start suggesting solutions within the first week. At the end my customers and me were very happy and impressed with the solutions Will proposed.

It is amazing to see what a difference a professional, talented UI/UX designer can make for a project and for a software system.”

Nadya Lobalzo
Technical Program Manager
Intellectual Ventures

procedures, trained new employees and researched the success of new sales initiatives.

Watchguard Technologies

Senior Web Designer & Developer

December 2000 - June 2002

Design and development for the corporate and internal operations websites. Created new advertising collateral to be used both online and in print. Wrote the specifications for new features to be implemented upon the corporate website.

Mercata

Aquent Contractor, Graphic Designer & Developer

April 2000 - June 2000

Designed and created HTML e-mail templates and partner website prototypes. Aided the existing design team in the streamlining of the image production process of product photographs for use on the corporate website.

Microsoft

Filter Contractor, Interface & Illustrative Designer

November 1999 - March 2000

Assisted the MSN Communities team in the creation of prototype layouts for all levels of the website, the user interface design of new social features, the creation of illustrative elements and the MSN re-branding implementation.

Purple Crayons Interactive

Web Designer and Producer

September 1998 - October 1999

Worked with clients and internal design teams in the creation and production of website layout and design, supporting graphics and illustrations, and banner advertisements for both Intranet and Internet websites.

Attitude Network

Art Director

July 1996 - July 1998

Responsible for the website design and development of both the Happy Puppy Games and Realm X websites. Created promotional artwork to be used online, in print, and at industry conventions.

EDUCATION

The Art Institute of Houston, Houston, Texas

Associate of Applied Arts in Visual Communications

January 1992 - December 1993

“William is an excellent designer with the ability to consider user interface design from the user’s point of view. That, paired with great visual instincts, makes him a valuable contributor wherever he puts his skills.”

Devin Carlen
Founder
Nebula, Inc.

“Will has an extremely strong work ethic and produces top quality work. His attention to detail, proactive attitude, and willingness to go the extra mile made him an extremely valuable asset to our company.”

Will is trustworthy and honest, and someone that can be counted on to perform at the highest level.”

James Sells
Director Client Services
HomeAway Software