

Billie Cadle

Web & Applications Designer

Highly motivated, goal oriented and results-driven designer who combines strong technical acumen with knowledge and affinity for design and passion for user experience, beauty and consistency. In-depth knowledge of and appreciation for user behavior and measures of effectiveness. Committed to lifelong learning and continuous personal and professional development. Organized and efficient with strong project management skills; works well in deadline driven environments. Experience working with Dreamweaver, WordPress, HTML, CSS, Bootstrap, FluidUI, Axure, Fireworks, Photoshop, Illustrator, InDesign and Mac OS.

Areas of Expertise

- Concept Development
- Creation of Wireframes
- Presentation of Mockups
- Storyboard Preparation
- Site Map Design
- Prototype Creation
- Screen Comps
- Visual Layout
- Design Testing

Education

Associate of Science, Web & Interactive Media Design, Austin Community College - Austin, TX

Bachelor of Science, Interior Design, Texas State University - San Marcos, TX

Associate of Science, Computer Science, Austin Community College - Austin, TX

Professional Experience

Freelance Web Designer (July 2014- Present; June - August 2013)

Austin, TX

Currently working with a business owner on a website design and logo development. Contracted by owner of Noforclose.com to develop a website using a WordPress platform (2013). Discussed at length with the client, to determine overall website function, number of pages needed, design and style preferences and content development.

- Created wireframes and site map using Axure; sketched a concept for presentation.
- Studied and self-trained in WordPress design: bought a book, studied online, and trained on-the-job.
- Customized a 10 page Responsive Wordpress Theme using widgets, plugins and editing CSS code.

Web, Interactive & Graphic Designer (August 2013 - June 2014)

HealthStart Foundation, Austin, TX

Worked with a group of Austin Community College students and in close partnership with HealthStart founder to develop **Monstralia**, a gamification app, designed to teach children to make healthy food choices and learn how their bodies work. Personally designed the logo around which all creative was developed.

- Researched, prepared and delivered keynote presentation detailing existing similar iOS applications for children 5 and under, discussing the pros and cons of each. Concept is complete and will be developed and implemented once funding is confirmed.
- Designed wireframes and visual layouts for suggested website improvements; presentation to HealthStart founder was well-received.
- Edited and maintained website and organizational LinkedIn page, updating calendar and events as needed. Created and added banners to the home page to promote upcoming events, and added highly visible links to allow visitors to donate to HealthStart.
- Designed brochures, event invites, and a fundraising pamphlet, as well as updating curriculum document for the Outreach Director.

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Professional Experience Continued

- Researched the capabilities of Interactive Builder to develop interactive app.
- Helped founder and staff to interpret a SEO action list report; giving recommendations on how to best move forward.
- Coordinated website updates to make the site mobile-friendly. Conducted usability testing, reviewing each page individually on a mobile device to test changes. Corrected broken links and prepared a list of issues for the webmaster to address and correct.

User Interface Design Intern (August – November 2013)

Austin Community College / Women, Infants & Children (WIC), Austin, TX

Collaborated with a group of students and staff of Women, Infants & Children (WIC) to develop an app that would teach mothers and children the importance of adapting a healthy lifestyle.

- Contributed to the development of the "Dragon Island" concept, whereby a group of dragons would teach the information using simple games.
- Worked through all aspects of game/app development, from defining goals to developing artwork. Primarily responsibility was to work with partner and professor to identify key goals and desired outcomes, and prepare the pitch to management. Key goals were identified as: to safeguard the health of low-income women, infants and children who are at nutrition risk and to reduce the drop-off rate of program participants.
- Worked as a group to combine pitch and developed visuals into a professional product presentation which was well-received by management.

Interior Design Intern (June - July 2010)

Wittigs Office Interiors, San Antonio, TX

Took measurements of the space and researched required furniture and pieces (modular desks, cubicles, and more). Assisted with any Auto CAD designs that needed completion, editing completed drawings to ensure all details were accounted for before furniture was purchased.

- Visited client office on a military base, obtaining approval to work on site. Reviewed existing space with a designer to determine what changes were necessary and desired.
- Designed new layout for executive office, deciding on style and placement of the tables, desk and chairs.
- Cross-referenced measurements and requirements with stored furniture, to investigate possible cost savings.
- Compiled owner's manuals in binders for clients that purchased office furniture and modules.

Buyer (1993 - 1995, 1997)

Xetel Corporation, Austin, TX

Negotiated and executed purchases of electronic parts for a contract manufacturer that built printed circuit boards. Contacted vendors, prepared purchase orders and ordered parts.

- Kept track of delivery dates and monitored to ensure on time arrival.
- Built and maintained strong business relationships with suppliers, planning meetings and lunches with new and potential suppliers.
- Communicated with Project Managers and Planners to verify orders before placement and to present order status on a weekly basis, discussing and troubleshooting issues with supply and delivery status.

Affiliations

Interactive Design Association - IXDA (2014)

User Experience Professionals Network - UXPRO (2014)

American Institute of Graphic Arts - AIGA (2014)

Phi Upsilon Omicron National Honor Society in FCS (2010)