

## BRYAN WILLS

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### PROFILE

Creative visionary and team leader with over 15 years of experience including 7 years of new media/ web application development. Dynamic problem solver with the unique ability to combine visually stunning user-centered design with a high level of proficiency in full lifecycle software development. Able to provide superior quality deliverables under the aggressive timelines and speed to market objectives of today's e-clientele. Exceptional technical skills and an unwavering attention to detail. Driven by a passion to build rich interactive experiences for professional business users.

### EXPERIENCE

#### World Financial Group (Aegon USA) 04.2002 – present *Lead Interactive Developer*

- . Worked directly with CIO to Implement best practices for rich media application design, coding standards, improved interactive experiences and reusability.
- . Defined, developed, and implemented robust, enterprise-wide data-driven applications using Flash MX, server side scripting, Flash Remoting, and Flash Communication Server.
- . Mentored team members in object-oriented rapid application development, advanced actionscript techniques, and user-focused interface design.
- . Developed a dashboard style executive information system with real-time charting, integrated email, and archiving capabilities.

#### World Marketing Alliance Securities 11.2001 – 04.2002 *Sr. Software Developer*

- . Balanced visual aesthetics, usability guidelines, and business requirements to build clean professional applications for displaying and manipulating back-end systems.
- . Developed style guides and provided creative direction to production team.
- . Constructed mockups and rapid prototypes of UI designs, capturing the flow, page layout and navigation.
- . Designed and developed a dynamic Flash application for online business card ordering that used complex business logic and database integration to meet NASD regulations.
- . Acquired by Aegon USA in April 2002 (became World Financial Group – see above)

#### XOR Inc. (currently Seurat) 08.2000-10.2001 *Sr. Web Developer/ Art Director (SE region)*

- . Worked directly with Creative Director in client management and led creative development for all regional engagements.
- . Provided corporate identity/branding, website design, web application development, user interface design, and information architecture.
- . Concepted and developed a dynamic presentation application with database integration using Flash5/actionscript.
- . Received promotion for exceptional creative vision and results oriented project focus.
- . Atlanta office closed in October, 2001.

*Clients included: Empire Blue Cross Blue Shield, Extra Touch Florists (formerly FTD), KB-kids, Lexington Partners, and NexxtHealth.*

**BRYAN WILLS** *continued...*

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**Ninevolt Multimedia** *02.1998 - 08.2000* *Cofounder / Director of New Media*

- . Developed branding/identity packages and marketing materials in both traditional and new media with entertainment industry focus.
- . Maintained corporate graphics standards for packaging, collateral, POP, and direct mail pieces.
- . Responsible for concept, design, layout and production of interactive CDRoms, Enhanced CDs, and DVDs with emphasis of cross-platform compatibility.

*Clients included: B96 radio (Chicago), ChupaChups Lollipops, CNN, Guess? Clothing, Mix Connection Multimedia, Playboy, Skyy Vodka, Scott Russell, Sony Music, and Universal Records*

**One3 Graphics** *04.1994 - 02.1998* *Sr. Art Director / Partner*

- . Led a team of 5 designers and illustrators in the completion of all creative endeavors.
- . Fostered the development and implementation of emerging Internet and new media technologies.

*Clients included: The Black Crowes, Bellsouth, DARP, House of Blues, M&M/Mars, and Spa Sydell*

**303 Advertising & Design LLC** *05.1993 - 04.1994* *Senior Graphic Designer*

- . Concepted, designed, and oversaw production of product catalogues and POP marketing materials geared towards the apparel industry.

*Clients included: Snapper, Signal American Marketing, and Ocean Pacific*

## **SKILLSETS**

*Software: Macromedia Flash MX, Flash Remoting, Flash Communication Server, Director Shockwave Studio, Dreamweaver, Fireworks, Photoshop, ImageReady, Illustrator, InDesign, QuarkXpress, Streamline, Microsoft Word, After Effects, Final Cut Pro, Maya, 3dStudio Max4, Swift 3d, LogicAudio, Powerpoint, Visio*

*Languages: Actionscript, Lingo, XML, HTML, DHTML, Javascript, VB Script, Java, ASP, JSP, SQL, PHP, Perl-CGI, UML*

*Accomplished in: photography, set design, painting, interior design, clothing design/ pattern making, deejaying, music production/remixing, screenprinting, typography*

**EDUCATION** Atlanta College of Art –1988

\*Industry and character references available upon request.