



BILL SENDZIAK

UX/UI DESIGN · MOTION DESIGN · PRINT DESIGN · ART DIRECTION

562.325.0793 | bbsendziak@gmail.com | [linkedin.com/in/billsendziak](https://www.linkedin.com/in/billsendziak) | WmTodd.com

- OVERVIEW**
- › 5 years experience, UX/UI Design, Product Design, Visual Design and Digital Design.
 - Beckman Coulter, user-centered designs for product pages, animations and banners on company website and intranet, 2014 - 2018
 - WmTodd, implementing best-practices, creating user-centered designs for UI's and websites, product pages, animations and banners for various clients, i.e., Balanced Energy Studios, Clay Collaborations, Gexco 2016 - present.
 - › 3 years experience, developing high fidelity prototypes with HTML, CSS and JavaScript.
 - Balanced Energy Studio website, 2017 - 2018
 - Gexco website, 2017 - 2018
 - Clay Collaboration website, 2019
 - › 4 years experience, using Sketch to design wireframes, storyboards, user flows, process flows and site maps.
 - WmTodd (Balanced Energy Studio website, Gexco website, Clay Collaboration website), 2015 - present
 - › 29 years experience, as a senior graphic designer and art director.
 - Beckman Coulter, WmTodd and various advertising agencies creating elegant designs, 1990 - present
 - › 29 years experience, expert in Photoshop, Illustrator, InDesign, AfterEffects.
 - Beckman Coulter, 1999 - 2018
 - Sendziak & Associates, 1990 - 1999
 - › 4 years experience, using UI/UX prototyping software, Sketch and InVision to design prototypes.
 - WmTodd (Balanced Energy Studio website, Gexco website, Clay Collaboration website), 2015 - present
 - › 4 years experience, implementing accessibility standards, WCAG to design for people with disabilities.
 - Beckman Coulter, as standard practice implemented WCAG standards. 2014-2018
 - WmTodd, as standard practice implemented WCAG standards. 2014 - present.
 - › 4 years experience, using Google Analytics by inserting code and analyzing data to improve user experience.
 - Beckman Coulter, 2014 - present
 - Completed employee Google Analytics training. 2014
 - › 19 years experience, partnering with various Creative teams, Marketing teams, Product teams and procurement teams.
 - Beckman Coulter, 1999 - 2018
 - › 10 years experience collaborating with executive level stakeholders, running sales meetings and presenting to Senior VP, Directors, managers and customers.
 - Unocal 76 (Consultant) 1995-1999
 - Beckman Coulter, 2005 - 2018
 - WmTodd, 2015 - present
 - › 3 years experience providing professional assessment and solutions of the product experience by conducting users test and obtaining usability feedback, researching, validating, confirming product operation flow, interviewing users, running focus groups, analyzing metrics, and learning user behavior. Natural problem solver and an exceptional listener.
 - Unocal 76 (Consultant) 1995-1999
 - Beckman Coulter, 2012 - 2018
 - WmTodd, 2015 - present

- EDUCATION**
- › University of California Irvine, Web Design Certification, 2019
 - › Art Center College of Design Bachelor of Fine Arts (BFA), Graphic Design and Packaging

- TOOLS**
- › Sketch, InVision, Photoshop, InDesign, Illustrator, After Effects, Cinema 4D, Keynote, PowerPoint, Word, Excel, HTML5, CSS, JavaScript, React JS framework, React Native with Expo, WordPress, Sublime



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PROFESSIONAL EXPERIENCE

WmTodd.com | Whittier, CA | 2015 - current

Freelance UX/UI Designer

- › Responsible for all areas of UX/UI design, visual design, art direction for multiple clients—including Balanced Energy Studios, Gexco, Clay Collaborations, Orange County Social Services and the City of Brea.
- › Developed all creative, UX/UI design, visual design, digital design, research, data analysis, strategy, work flows, iterations, sitemaps, user flows, wireframes, lo-fi and hi-fi comps, prototypes, sketching, art direction, copy writing, photo shoots, photo retouching, concept testing, site functionally and WCAG compliance.
- › Maintained all client contact; presented concepts, developed marketing strategies, action plans and market research, created marketing materials and provided oversight for all company business.

Beckman Coulter | 200 S. Kraemer Boulevard, Brea, CA 92822 | 1999 - 2018

Senior Graphic Designer - Visual Designer

- › Delivered design and support across all disciplines, web, print, motion, illustration.
- › Created and tested concepts, led focus groups, resulting in a cost savings of over \$50,000.
- › Developed web and email design, print design, motion design, illustration using Sketch, Adobe CC, Word, PowerPoint.
- › Served as lead designer; provided concepts, art direction and design for new product launches, resulting in a cost savings of ~\$20,000 previously spent on outsourced projects.
- › Led creative initiative for brand guidelines; collaborated with internal and external partners to develop templates and standards that improved consistency throughout Beckman Coulter's portfolio, improving company recognition and position in the market.
- › Completed 225+ projects year after year, reduced number of overflow projects outsourced to agencies to 4.6% and minimizing the company's external costs.
- › Applied Six Sigma and Agile processes to creative team system; developed value stream maps, waste lists and future states, improving workflow and shortening the average turnaround time by over 10%.
- › Presenting concepts to senior leadership, stakeholders, clients.
- › Time management, produced large volume of projects and managing multiple assignments concurrently, keeping quality at the highest level within brand guidelines.

Sendziak Advertising and Design

Consultant

- › Oversaw all aspects of art direction, strategy, marketing and planning for multiple clients—from sole proprietorships to Fortune 50 company; clients included UnoCal 76 Agriproducts and Petroleum, Prodicta, Entech, Valicia Salon and the City of Brea.
- › Developed and oversaw all creative including concept development, art direction and design, copy writing, photo shoots, photo retouching, production of offset and digital printing, press checks, media placement, tested concepts and led focus groups.
- › Designed print collateral and digital assets for medical research and marketing, including: data-heavy books, posters, brochures, interactive PDFs, presentations, tradeshow graphics, murals, ads, banners, apps, video graphics.
- › Maintained all client contact; conducted sales conferences, developed of marketing strategies, action plans and market research, developed media plans and placed advertising, designed and supervised advertising programs, created marketing materials and provided oversight for all company business.

Linnell & Associates, Advertising Agency

Art Director