

# WILL DONALDSON

UI/UX DESIGNER

[www.wdonaldson.com](http://www.wdonaldson.com)



## PERSONAL DETAILS

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## TECHNICAL SKILLS

BEGINNER

CONFIDENT



BEGINNER

CONFIDENT

## OBJECTIVE STATEMENT

I am the Lead UI/UX Designer of Psoda, an online SaaS company, and have been in this role for the last five years. My responsibilities have also extended beyond UI/UX design to include front-end development, graphic design, video animation, and marketing.

Throughout my time with Psoda, I have discovered a deep passion for UI/UX. Collaborating with clients, whom are our end users, to design and implement solutions has been incredibly fulfilling, motivating me to seek further opportunities in UI/UX.

## PERSONAL SKILLS

### Leadership

- Hired, managed and mentored interns for professional development.
- Onslow Cricket Club Captain of the Year, four times.

### Team Work

- Collaborating with clients and colleagues to design and develop effective solutions.
- Extensive experience in tight-knit teams, various sports clubs, and committees.

### Communication

- Efficient delegation to team members, providing clear objectives and guidance.
- Effective communication with trusted clients.
- Strong written communication and attention to detail.
- Good presentation skills in meetings, and in conferences networking as an exhibitor.

### Self-Management

- Consistently meets deadlines and accountable for work outputs.
- Willingness to learn and upskill through feedback, courses, and research.

### Innovation and Problem-Solving

- Overcoming challenging client requests and feedback through creative and innovative solutions.



# WORK EXPERIENCE



**Psoda**

Nov 2016 - Present

## Lead UI/UX Designer

Dec 2018 - Present

I lead and conceptualise all design projects at Psoda, with a primary focus on enhancing the UI/UX design of the software for optimal simplicity and functionality for our clients. Additionally, I handle responsibilities including front-end development, graphic design, video animation, and marketing. Notable highlights within this role include:

- Redesigning and modernising Psoda's user interface (UI) through user research, prototypes, usability testing, and accessibility considerations.
- Crafting wireframes, mockups, and prototypes for multiple mobile and web apps.
- Researching, designing, and developing Psoda's public website.
- Leading and managing design and developer interns.
- Revitalising the Psoda brand, encompassing logos, websites, and merchandise.
- Facilitating effective communication and collaboration with stakeholders.
- Coordinating marketing designs for project management conferences and events.

## Animator/Video Designer

Nov 2016 - Dec 2018

As a video designer, I produced engaging and effective project management videos for our software and YouTube channel. This involved:

- Building a project management YouTube channel from the ground up to over 8,000 subscribers.
- Developing numerous animated videos for both our channel and clients.
- Demonstrating strong written and verbal communication skills through video scripts and voice-overs.



**Dick Smith Electronics**

Nov 2015 - Apr 2016

## Sales Assistant

- Outstanding customer service and sales.
- Efficient communication with both customers and suppliers.
- Proficient in cash handling.



**Speedy Signs Wellington Central**

Jan 2014 - May 2015

## Accounting and Administration

- Designing and constructing signage.
- Good coordination between customers and team members.
- Processing invoices through the MYOB system and managing cash sales.

## QUALIFICATIONS



Victoria University  
2014 - 2016

Bachelor of Design Innovation  
Major: Media Design  
Minor: Film



Wellington College  
2009 - 2013

NCEA Levels 1, 2 and 3  
Achieved with Merit



## CERTIFICATES/ACHIEVEMENTS



Google UX Design Professional Certificate  
2023 - 2024

- 2020 - 2023: Onslow Cricket Club Captain of the Year, four years consecutively.
- 2019: Tregaskis Brown Project Management Essentials Course.
- 2015, 2016: Under 21 Western Suburbs Player of the Year for rugby.
- 2013: Wellington College Drama Prefect.
- 2012: Peer Support Leadership Programme.



## COMMUNITY EXPERIENCE



Onslow Cricket Club  
2018 - Present

- Committee Member: Contributing ideas, assisting with event planning, and supporting general tasks.
- Social Media Manager: Creating and publishing content for the club, such as match reports, team lists, and standout performances.
- Clubroom Management: Handling bar duties and cleaning up.
- Team Captain: Coordinating transport, equipment, team selection, and communication with other team captains.



## INTERESTS

- Cricket, rugby, DIY projects, and playing with my golden retriever Teddy.



## REFEREES

Available on request.