

# WILL BATES

will@willbedesigned.com

847.917.1231

willbedesigned.com

## EXPERIENCE

### **YOUTUBE** / SAN BRUNO, CA

**Senior UX Designer** / October 2015–present

**Communications Designer** / October 2012–October 2015

Senior UX designer and lead of infrastructure and data projects for Google's YouTube, working with a global team of designers to help YouTube reach a growing audience – the world now watches more than a billion hours of YouTube videos a day.

Joined the YouTube UX team as its first communication designer, developing new ways to collect, synthesize, and share user research findings. Crafted a series of custom workbooks that visualize data on YouTube users' daily activities, which allowed participants to record their habits in real time. This workbook format has been used by research teams company-wide, and has also been featured at the Google I/O conference and in the Think with Google blog.

Currently oversees projects that ensure videos are accessible around the world, including enhancing subtitles and closed captioning, driving network improvements, and strengthening YouTube's crowd-sourced community contributions. Also manages Google's summer internship program for design and research students as a 20% project.

### **FLEISHMANHILLARD** / WASHINGTON, DC

**Art Director** / April 2012–September 2012

**Senior Designer** / April 2011–April 2012

**Designer** / May 2010–April 2011

**Design Intern** / October 2009–May 2010

Visual and interaction designer within a communications agency, working on behalf of public and private clients, including the Federal Trade Commission, Gatorade, Lenovo, National Institutes of Health, Novartis, Office of National Drug Control Policy, Project HOPE, PGG, Smithsonian National Museum of Natural History, USDA and TRICARE. Projects included social media applications, mobile experiences, content strategy, brand development, print collateral and interactive infographics. Oversaw the hiring and management of the creative internship program.

### **CHESTER DESIGN ASSOCIATES** / CHICAGO, IL

**Freelance Designer** / May 2009–September 2009

Designed and executed designs for traveling museum exhibitions and environmental graphics for multiple institutions, including the DAR Museum in Washington, DC.

## SKILLS

Fluent in crafting digital interfaces across web and mobile applications. Experience in leading and collaborating with user research, marketing and engineering teams as part of the entire UX development cycle. Well-versed in enabling scalable and accessible solutions for global audiences.

Expert in Sketch, Principle, Adobe Creative Suite and G Suite. Additional experience with experiential design, art direction, video production, print production, bookbinding and letterpress printing.

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## EDUCATION + AFFILIATIONS

### WASHINGTON UNIVERSITY IN ST. LOUIS SAM FOX SCHOOL OF DESIGN + VISUAL ARTS

Bachelor of Fine Arts in Communication Design  
Minor in Film and Media Studies

**AIGA Member** / 2007-present

## AWARDS + RECOGNITIONS

### Sam Fox School of Design + Visual Arts Alumni with Distinction / April 2017

**Speaker, UX Australia** / August 2016

"Magic moments: Video and the power of narrative to develop product"

**US PATENT 9557881** / April 2014

"Graphical user interface for tracking and displaying user activities over a predetermined time period"

**American Advertising Awards Washington, DC** / March 2013

Gold - Public Service Integrated Campaign

Silver - Digital for Arts + Sciences

**Cannes Lions PR Awards Shortlist** / June 2012

**AIGA DC 50 Show** / April 2012

**AIGA St. Louis 14 Show** / April 2009

**Chas Harmon Memorial Award** / May 2009

**Eliot Scholar, Dean's List** / 2006-2009