

Will Slaton

SENIOR USER EXPERIENCE DESIGN & RESEARCH

22050 East Princeton Cir.
Aurora, CO 80018
(720) 260-7170
wtslaton@gmail.com
www.willslatondesign.com

CAREER PROFILE

User Experience (UX/UI) Design & Research expert, with over 10 years of relevant experience in Visioncare & Pharmatech, focusing on Healthcare Market/Industry, supporting Fortune 500-to-100 companies. Applying years of psychology learnings with HCD practices to research & design. Multi-award winning branding and marketing expertise. Applying for roles in new and existing product development for B2B customers and their B2C consumers, available immediately.

CAREER HIGHLIGHTS

Core competencies: UX Digital Product Design & Research, Strategic & Product Marketing, B2B & B2C Marketing, Brand Design & Management, New Product Launches. Easy to work with professional, focused on reducing customer attrition and designing tools that: 1) Improve everyday systems usage via empathy models, 2) Increase sales opportunities and entry points to customers by updating systems, and 3) Increasing adoption of processes and systems, while improving overall design.

PROFESSIONAL EXPERIENCE

EssilorLuxottica, (Remote) Arlington, TX

MAY 2019 - PRESENT

Senior UX/UI Design & Research

Solving real-world problems by using empathy-based UCD and design thinking to discover and address issues related to pain points in current systems, while increasing attention towards systems and integration models, addressing business and consumer needs. Creating happy enterprise (internal) clients and their (external) customers, with updated communication models, understanding what customers truly value and then actualizing it into new designs and systems.

- Integrated Booking platform for both national and international customers (COVID integrations)
- Updating (back office) platforms, while mapping 5 disparate (branded) systems into one seamless frontend for enterprise clients. Updating communication models with appointment and order tracking
- Adding new online tools to remain competitive in the vision care market - email marketing, appointment alerts/reminders, face-shape and virtual try-on tools
- Creation and development of multiple design systems for seamless modeling across a broader product offering and tiered offering categories, for upsell marketing

Redesign of back-office platforms of national and international eye care medical systems, including EHR, booking platforms, patient orders, scheduling and related communications, vision-based geolocation system, dashboards, provider service apps (direct mail & email marketing), tiered offerings and vision tools

Sabre, Southlake, TX

AUGUST 2018 - APRIL 2019

Senior UX/UI Design & Research

Performed UX feasibility analysis for Unily (cloud-based intranet) platform. Gathered

SKILLS (HARD/SOFTWARE)

Adobe Creative Suite
Axure
Balsamiq
Figma
Gen AI Toolset
HTML/CSS
Microsoft Office Suite
Protopie
Rally
Sketch
Zeplin

AWARDS

29 Awards & Honors

Various trophies, certificates, honorable mentions and design annual placements

LANGUAGES

English - Fluent / Native

FORMER ACCOUNTS

4PatientCare

AT&T

Blockbuster

Burt's Bees

Capitol Records

EssilorLuxottica

GlaxoSmithKline

New Line Cinema

utilization requirements from key stakeholders, across business units and conducted usability assessments. Performed site audits for all business units and updated content accordingly.

- Developed comprehensive 36-question analysis for greater insight into Unily functionality and integration with Sharepoint, to utilize, socialize, train, share documents, and access critical data
- Met the varied demands of corporate by adjusting content flows, via content access management

AT&T – Partner Solutions, Plano, TX
Senior UX/UI Designer

APRIL 2015 - AUGUST 2018

Settled an over-a-decade design dispute for AT&T's business/application-based website, allowing approved resellers to sell AT&T consumer products and services. Working with other UXer's to create a new website focused on service provider education, assessment and recruiting.

- Designing new unauthenticated and authenticated (desktop & mobile) versions of the web portal
- Conducting research models with, stakeholders and users including, user interviews, card sorts, A/B testing, competitive analysis, field studies, site maps, user flows and fast-iteration (fail-fast/fail-early) prototyping
- Created new design system for local onboarding and international teams

RealPage, Carrollton, TX
Print & Interface Designer

APRIL 2015 - AUGUST 2018

Working in a hybrid role, I worked on existing multi-site updates and designs, and creating marketing materials including, brochures, digital and print ads, videos, logos, photo-retouch, web banners and additional assets via WordPress CMS.

- Web assets including, animated icons, banner ads and webpage elements
- Design/redesign of new/existing marketing materials

Blockbuster, McKinney, TX
Visual & Retail Designer

OCTOBER 2010 - JUNE 2012

Designed in-store retail promotions as well as visual design for the eCommerce website, specializing in annual and special promotions (for remaining stores) while designing new content for online promotions

- Web assets including: animated icons, banner ads and new webpage designs
- Designing marketing materials including: logos, print ads, brochures, and videos

GlaxoSmith Kline (GSK), Raleigh/Durham, NC
Branding & Packaging Designer

OCTOBER 2003 - JUNE 2005

Designed new packaging, branding and related materials for GSK products including, for Avandaryl, Com-V-Pak, Entereg, Boostrix, Requip RLS, Arranon, Avodart, and Brand Rx and creation of brand identity for product launches and layout structures for marketing (group studies)

Paramount Studios

The Home Depot

Warner Bros Studios

Rechargeable Battery
Recycling Corp.

EDUCATION

Coursera – IBM,
Online – Certificate
OCTOBER 2025

**Generative AI for UI UX
Design**

- Prompt Engineering
- Introduction to Applications
- Future of UX/UI Design

University of Amsterdam,
Online – Certificate
MARCH 2023

Classical Sociology

Wesleyan University,
Online – Certificate
SEPTEMBER 2022

Social Psychology

Udemy,
Online – Certificate
JUNE 2022

User Experience (UX)
Writing & Microcopy

**Southern Methodist
University,**
Dallas, TX – Certificate
OCTOBER 2015 - JANUARY 2016

User Experience Design

University of North Texas,
Denton, TX – BFA
SEPTEMBER 1993 - JUNE 1995

Communication Design
(Branding & Marketing)

More on my [LinkedIn Profile](#)