

 22 Union Road Norton, MA 02766

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# BILL CURRAN UX/UI DESIGN

## SENIOR CREATIVE

### CORPORATE EXPERIENCE

#### **P&G**

**Senior UX/UI Designer**

**May 2021 - present**

*Clients: Gillette (US & CA),  
Art of Shaving, Braun, Venus,  
Joy & Glee*

I helped lead the DTC North America team to set the brand product direction, as well as optimize the design/dev process and roadmap. I created a template-based design system for the team to execute faster implementation. (This is now being shared with global teams) Worked with key stakeholders to help define a new content strategy to help. Maintain a holistic view of the product and drive toward a simple and coherent user experience.

#### **Endurance Int. Group**

**Senior UX Designer**

**October 2020 - May 2021**

(freelance)

*Clients: Bluehost*

Produce product sketches, wireframes, mockups, conceptual designs and layouts for user-facing functionality. Lead cross-functional design reviews with product management and engineering. Drive stakeholder reviews and prototypes throughout the design lifecycle.

#### **Embrace Home Loans**

**Senior UX & Design Lead**

**November 2017 - March 2020**

*Clients: Embrace Home Loans*

Collaborated with marketing and development. Created component-based template system for EHL. Streamlined entire web delivery process. Created user-initiated interactive chat to aid in user data collection. Created loan officer customer scenario tool to ease onboarding. Created and launched "Embrace The Dadvice" marketing campaign.

#### **IoTopia Solutions**

**UX/UI Design, Senior Creative**

**April 2017 - August 2017**

(freelance)

*Clients: E.R.S., Iotopia Solutions*

Collaborated with clients, marketing team, and development. Conceptualized, implemented, and integrated creative for Iotopia clients. Lead development team on execution of multi-tiered platform tool for efficiency company. Guided development of best practices and optimization. Researched trends in online marketing and advertising solutions

#### **ASA**

**Senior Creative**

**August 2012 - November 2016**

(freelance)

*Clients: Saltmoney.org, ASA*

Delivered financial education products and services to one million college students and 300+ institutional clients. Conceptualized, implemented, and integrated creative for saltmoney.org. Worked with marketing, analytics, development, and borrower's services to solve for both existing and new product enhancements. Managed a team of production artists and junior designers. Researched trends in online marketing and advertising solutions.

#### **Digitas\_LBI**

**Senior Art Director**

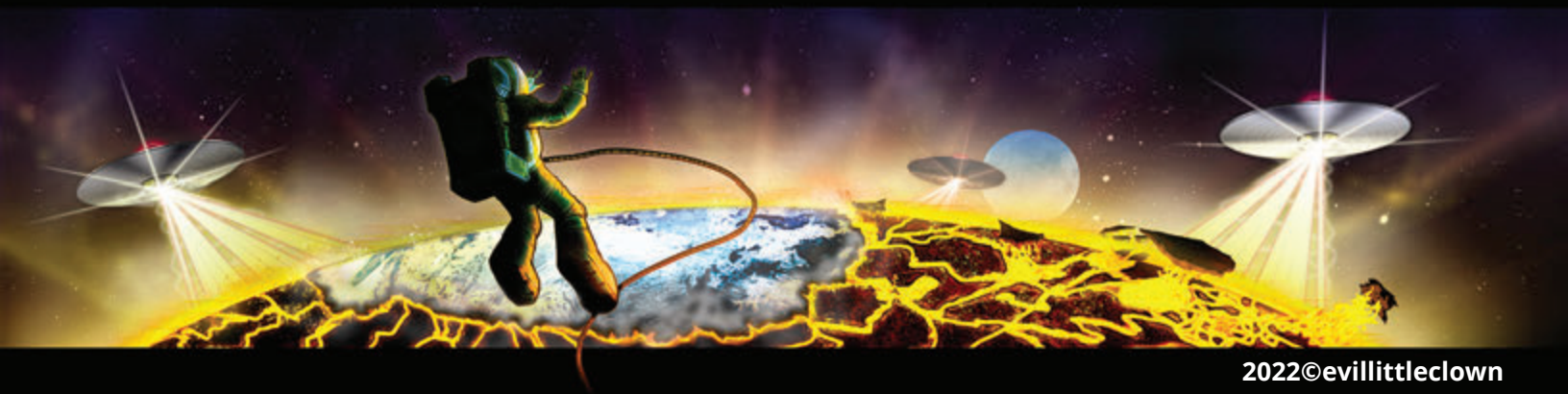
**April 2010 - August 2012**

**Lead Designer**

**November 2004 - May 2008**

*Clients: Bank of America, Tide,  
Goodyear, Oral B, GM, Pontiac,  
Sara Lee, Gillette, Oral B,  
Paramount Pictures, AT&T,  
and DC Comics*

Conceptualized, implemented, and integrated creative for Digitas clients Liaison between marketing, development, creative services, and the client. Problem-solved, performance, and optimization of function of interactive client projects. Researched trends in online marketing and advertising solutions. Worked closely with creative teams on different levels of project execution. Flash design and animation, Traditional HTML design implementation



## ENTERTAINMENT EXPERIENCE

### **P.O.D.**

**Web Design/Video Direction  
Animation/Illustration  
June 2016 – Present**

Maintain day to day for the P.O.D. website & social channels. Lyric video for “Soundboy Killa” from the album Circles. Official animated video for “When Angels and Serpents Dance.” As well as poster illustrator & cover artist.

### **MURMUR (Band)**

**Director/Animator  
January 2019 – February 2019**

Storyboarded, illustrated and animated the story for their debut single “Funeral Of The Hunt” off their album The Boundless Black.

### **Roadrunner Records**

**Web Designer / Animator  
September 2003 – Nov. 2011  
(Freelance)**

Collaborated with music artists, marketing, and development. Delivered workflows, sites, videos, and other design collateral for various clients. Conceptualized, implemented, and integrated creative for Roadrunner artists. Created content within a consumer experience in order to galvanize existing core supporters and generate brand ambassadors. Designed and implemented artist website and all social profile upgrades.

*Clients: Slipknot, Ill Nino, Theory of a Deadman, Rob Zombie, Collective Soul, To My Surprise, Opeth, & more*

### **SonyMusic BMG**

**Senior Online Producer  
February 2002 – May 2006  
(full-time & freelance)**

Collaborated with music artists, marketing, and development. Delivered workflows, sites, videos, and other design collateral for various clients. Conceptualized, implemented, and integrated creative for Sony Music recording artists (including artist branding, interactive design, and video). Specialized in digital innovation and product management. Designed and implemented artist website and all social profile upgrades.

*Clients: AC/DC, Korn, Jennifer Lopez, Good Charlotte, Alkaline Trio, Cypress Hill, Pearl Jam,, Ramones, and more*

### **HEAVY.COM**

**Director/Designer/Animator  
August 1999 – June 2001**

Directed and animated episodes of critically acclaimed “Behind the Music That Sucks” Designed and created Flash & HTML site experiences for various clients.

*Clients: Nine Inch Nails, IBM, Vivian Lives, Alfy.com, Whoopi.com, & Maxim*

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## CHARACTER STATISTICS

**Name:** Bill Curran

**Aliases:** Bill, Dad, Evil Little Clown

**Height:** 6'4"

**Education:** School of Visual Arts (BFA 1996)

**Battles:** 157

**Wins:** 122 **Losses:** 25 **Ties:** 8

**Arch-enemies:**

Clapping to the beat, Spiders, Guys named Stew, Gravity, Bacon Bits, and the collective works of Bea Arthur.



**Did you know?:**

As a young child, I was drawn to dance. However, my dreams of being a competitive clog dancer came to a screeching halt. The papers referred to this as, "The Butter Debacle." It was only then I decided to give this whole art & design thing a try.

I would like to point out that some of the above paragraph above may or may not be factually accurate. It was mainly to see if you were actually reading this.

So... I'm a senior level created with strong UX/UI and design chops. I have 20+ years of experience, with a wide client range. I'm a driven problem solver and work extremely well under pressure. My unique skill set and diverse background can work well for your needs.

## SKILLS & PROWESS

**Creative Suite:**



**Adobe XD/Figma:**



**Design/Concepting:**



**Site Optimization:**



**Marketing Initiative:**



**Critical Thinking:**



**Implementation:**



**Roundhouse Kicks:**



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