

John Heflin Williams

317 Hancock Ct, Edgewater, NJ 07020 | 201-214-9681 | j.h.williams@me.com | www.johnheflinwilliams.com

Key Capabilities

- **Adobe Creative Suite Expert:** 11 years print and web design experience in both agency and corporate settings
- **HTML5 + CSS3 Pro:** Syndication-ready, standards-compliant, valid, efficient
- **Precision 3D Modeler:** Accurate architectural, interior design, and product development renderings via SketchUp
- **Experienced E-Mail Marketer:** 2 years crafting targeted content and managing lists for increased relevance

Professional Experience

EPPENDORF, INC. (formerly NEW BRUNSWICK SCIENTIFIC, CO., INC.)

Marketing Communications Specialist

Edison, NJ & Enfield, CT; 2009-2014

Web Design/Development: Managed 2 Company websites over the transition from New Brunswick Scientific to Eppendorf

- Refreshed New Brunswick Scientific site (nbsc.com) within aging CMS in advance of transition; improved customer-focus, featured product categories, promotions, and e-newsletter prominently on homepage, added dynamic news
- Developed new, transitional newbrunswick.eppendorf.com website to smooth changeover to eppendorf.com

UX Design: Custom GUI design for proprietary New Brunswick™ product touchscreen controllers

Print Design/Prepress: Developed, sourced, distributed Company literature and advertising

- Wrote copy, produced graphics and layouts, adhering to corporate identity standards and legal guidance
- Print and interactive brochures and catalogs with complex requirements using advanced InDesign features: automated contents and indexing, multiple regions, currencies, units, specifications

3D Modeling: Worked with project managers to define and develop conceptual next-generation product design for presentation to the Company board; created detailed 3D renderings using SketchUp

E-Mail Marketing: Responsible for New Brunswick Scientific e-mail marketing for two years, including editorial calendar

- Nearly doubled subscriptions while improving data quality: from 1,553 to over 2,800 double opt-ins
- Increased opening rate from around 20% to about 30% over four editions through targeted content and interactive features including polls and contests, which also helped to gather customer data

MAYR COMMUNICATIONS, INC.

Principal Graphic Designer

Ridgewood, NJ; 2003-2007

Web Design/Development: Created HTML websites for local businesses as well as pharma industry clients

- Designed and launched a multibillion-dollar pharmaceutical company's new investor relations website, streamlined users' experience and ease-of-access; improved brand consistency and recognition
- Maintained a national industry association's consumer education website for 5 years, driving traffic through coordinated print and online marketing campaigns

Print Design and Branding: Designed logos and all manner of coordinated print collateral for agency clients

- Brochures, annual reports, menus, premiums, design themes for annual events, everything from signage to ID tags
- Consistently managed 12+ projects simultaneously, with 100% on-time delivery performance

Education

International MBA

Temple University, The Fox School of Business and Management

Philadelphia, PA / Tokyo, Japan; 2008

École Nationale des Ponts et Chaussées

Paris, France; 2007

Bachelor of Arts: French; Minors: Computer Art & Design, Theater Arts

Jacksonville University

Jacksonville, FL; 2002

Additional Skills

SOFTWARE

- Adobe Creative Suite 6 (CS6): InDesign, Photoshop, Illustrator, Flash, Dreamweaver
- Adobe Acrobat X Pro
- SketchUp 2014
- ConstantContact & AGNITAS e-mail marketing
- Stibo STEP Product Information Management (PIM)
- 65Bit EasyCatalog for InDesign
- Video editing via iMovie
- QuarkXPress 7.5
- MS Office: Word, Excel, PowerPoint

WEB DESIGN / DEVELOPMENT

- HTML5 + CSS3 + JavaScript
- Drupal and WordPress sites with custom theming
- Social media integration
- Wireframing
- Google Analytics
- XML (including Flash integration)
- SVG integration (backward compatibility via Flash)
- Light PHP and ActionScript 3
- WAI-ARIA accessibility compliance