

John Heflin Williams

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Highlights >

The full stack

responsive, mobile-first websites, syndication-ready, standards-compliant, valid, efficient, built on the latest frameworks

Wordpress whisperer

scratch-built themes, custom plugins, API integrations, feature-rich and flexible, beautiful and capable

Process is everything

baseline grid fanatic, hierarchy hero, automation ace, documentation devotee

Professional Experience >

ENGLEWOOD HEALTH

Senior Graphic and Web Designer
Graphic Designer

Englewood, NJ

2017 - present

2015 - 2017

Web Design/Development: Office of Communications' only in-house web pro, responsible for external websites and content on organization intranet

- ▶ Continual functionality expansion and improvement of WordPress-based englewoodhealth.org, including [new service line template](#) (with custom functionality to recursively inherit fields), custom [Eventbrite API integration](#) (allows staff to perform all event management on Eventbrite and pulls the data in, automated/on-demand), and custom [Epic/MyChart open scheduling integration](#) plugin (allows users to schedule appointments without creating an EHR account)
- ▶ Scratch-built bootstrap-based [2018 organization progress report](#) website to coincide with rebranding to Englewood Health from Englewood Hospital
- ▶ Scratch-built and themed [medical staff news website](#) (WordPress CMS)

Static Print and Digital: Design display advertising (print and digital), organization print collateral, content for billboards and ~30 on/offsite network monitors

- ▶ Visual lead on flagship projects including [2018 cancer report](#) and rebranding efforts during transition from Englewood Hospital
- ▶ Designed and automated (via scripting and GREP) large print projects including 150-page physician directory and [patient guide](#) in multiple languages

Video: Motion graphics and short-form promo videos for network monitors and social media

Email Marketing: Bi-weekly email newsletters for integrative medicine service line and medical staff news

EPPENDORF, INC. (formerly NBSC)

Marketing Communications Specialist

Edison, NJ / Enfield, CT

2009 - 2014

Web Design/Development: Managed two Company websites over transition from New Brunswick Scientific Co. to Eppendorf

- ▶ Refreshed New Brunswick Scientific site (nbsc.com) within aging CMS in advance of transition; improved customer-focus, added dynamic features
- ▶ Developed new, transitional newbrunswick.eppendorf.com website

UX Design: Custom GUI design for proprietary touchscreen controllers

Print Design: Produced graphics and layouts for company literature and advertising, adhering to corporate identity standards and legal guidance

- ▶ Print and interactive brochures and catalogs with complex automation/variable data requirements including multiple regions, currencies, units, specs

3D Modeling: Worked with project managers to render conceptual next-generation product design for presentation to the company board

Email Marketing: Responsible for NBSC-brand email marketing for two years

- ▶ Nearly doubled subscriptions while improving data quality
- ▶ Increased opening rate from less than 20% to about 30% through targeted content and interactive features, which also helped to gather customer data

MAYR COMMUNICATIONS, INC.

Graphic Designer

Ridgewood, NJ

2003 - 2007

Web Design/Development: Created HTML websites for agency clients

- ▶ Redesigned a large pharma company's investor relations site, streamlining user experience, improving brand consistency and recognition
- ▶ Maintained a national pharma industry association's consumer education website for five years, coordinating print and online campaigns

Print Design and Branding: Designed branding and coordinated print collateral

- ▶ Logos, brochures, annual reports, menus, premiums, design themes for events, everything from ID tags to billboards

Skills in Detail >

WEB DESIGN / DEVELOPMENT

- ▶ HTML5 / CSS3 / Sass
- ▶ JavaScript / JSON / jQuery / AJAX
- ▶ React / Next.js
- ▶ PHP
- ▶ Bootstrap / Tailwind
- ▶ WordPress custom theming and plugins
- ▶ HL7 FHIR certified (April, 2023)
- ▶ Git / Atlassian SourceTree
- ▶ Node.js / NPM
- ▶ Pantheon / Vercel / WPEngine
- ▶ Google Cloud Platform
- ▶ Siteimprove analytics / QA / optimization
- ▶ Wireframing
- ▶ WAI-ARIA accessibility compliance

SOFTWARE

- ▶ Visual Studio / VS Code
- ▶ Docker / MAMP
- ▶ Postman
- ▶ Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Dreamweaver
- ▶ Em Software InData for InDesign
- ▶ SketchUp 3D modeling

DIGITAL / VIDEO

- ▶ After Effects motion graphics
- ▶ Premiere Pro timeline-based video editing
- ▶ Samsung MagicInfo digital signage CMS

EMAIL / COMMUNICATION

- ▶ DMARC / SPF / DKIM domain authentication
- ▶ ConstantContact / Mailchimp
- ▶ Geometric Formulate HIPAA-compliant secure forms system

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 and Design, Theater Arts
Jacksonville University

Jacksonville, FL, 2002