

# William Trekell

cc@cultivatedcreative.com ~ 206-228-6518

## Career History

**Amazon Web Services** ~ October '11 - Present

### Senior User Experience & Interface Designer

Leading the AWS user experience group in the creation of a user interface system that is visually clean and based on data-driven design which provides a consistent user experience across all devices, browsers and operating systems.

**Cultivated Creative** ~ June '08 - October '11

Providing services to organizations of all sizes that include creative leadership, brand creation, web and application interface design, user experience and the creation of standards compliant templates on a project and part-time basis.

### Key collaborations include:

**National Aeronautics and Space Administration** ~ May '08 - August '09

#### NASA Nebula - Creative Lead

Design and development of the NASA Nebular Cloud Platform site and a CSS/XHTML framework for use within an Agile environment by developers to rapidly prototype and deploy NASA Apps and individual mission specific sites.

#### International Space Station Photosynths - Web Design

Worked in collaboration with NASA and the Microsoft Photosynth team to develop an online multimedia experience featuring the International Space Station which highlighted key improvements in Silverlight for its launch date.

#### NASA eClips - Technical Lead

Provided technical leadership in collaboration with the National Institute of Aerospace, Internet Archive and YouTube to create several sites that leveraged the offerings of each organization and deliver a quality educational experience.

#### NASA 3D Resources - Project Lead

Led a NASA web team to create the 3D Model Resources section within the NASA CMS while collaborating with separate NASA groups and third party vendors to obtain permission to utilize their models within the site.

### Additional collaborations:

**Allrecipes ~ International Group** ~ March '11 - September '11

**Intellectual Ventures** ~ Mar '11 - June '11

**Vacatio, Inc** ~ April '08 - August '09

**Escapia** ~ July '04 - April '08

### Senior Web Designer and Developer

Provided creative direction for branding, marketing materials and the visual design of two corporate websites while collaborating with the development team in the creation of multi-tiered XHTML/CSS page templates for each site.

**X10 W.T.I.** ~ June '03-June '04

**Design Group-Senior Web Designer and Developer**

Led the web team in the design and development of daily web content, images and sales related collateral. Streamlined workflow procedures, trained new employees and researched the success of new sales initiatives.

**Watchguard Technologies** ~ December '00-June '02

**Web Communications-Senior Web Designer and Developer**

Design and development for the corporate and internal operations websites. Created new advertising collateral to be used both online and in print. Wrote the specifications for new features to be implemented upon the corporate website.

**Mercata** ~ April '00-June '00

**Aquent Contractor, Graphic Designer and Developer**

Designed and created HTML e-mail templates and partner website prototypes. Aided the existing design team in the streamlining of the image production process of product photographs for use on the corporate website.

**Microsoft** ~ November '99-March '00

**Filter Contractor, User Interface and Illustrative Designer**

Assisted the MSN Communities team in the creation of prototype layouts for all levels of the website, the user interface design of new social features, the creation of illustrative elements and the MSN re-branding implementation.

**Purple Crayons Interactive** ~ September '98-October '99

**Web Designer and Producer**

Worked with clients and internal design teams in the creation and production of website layout and design, supporting graphics and illustrations, and banner advertisements for both Intranet and Internet websites.

**Attitude Network** ~ July '96-July '98

**Site Manager - Realm X**

Management of the design and production of Realm X, a website venture between Attitude Network and Macmillan Publishing. Designed and developed the website, promotional art, and the implementation of daily content.

**Art Director - Happy Puppy Games**

Responsible for the website design and development for Happy Puppy Games utilizing demographic and psychological research. Created promotional artwork to be used online, in print, and at trade shows and conventions.

## Education

**The Art Institute of Houston** ~ April 93 – October 93

**Associate of Applied Arts in Visual Communications**

**Design Studio Intern**

Aided in the design and layout of in-house publications such as brochures and invitations for the Institute. Called upon to aid students and teachers in the Macintosh and PC computer labs as well as troubleshooting the equipment.