

William Tan

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Bio

I'm William, a versatile creative professional with a diverse background in education and the arts. Over the years, I've harnessed my passion for storytelling, visual design, and education to excel in various roles, making an impact on both the learning and entertainment fronts.

Skills

Adobe Photoshop
Animation/Storyboard Pro
Concept Art
Figma
Google Suite
Illustration: Digital and Traditional
Visual Storytelling

Experience

User Experience Designer

Freelance Sep 2023 - Present

- Conducted user research through surveys and interviews, leveraging data analysis to uncover valuable insights into user needs and pain points.
- Created wireframes, prototypes, and user flows to visualize design concepts and gather feedback from stakeholders.
- Conducted usability testing sessions and iterated designs based on user feedback and data analysis.
- Maintained design systems and ensured consistency across all digital touchpoints.

Strange Scaffold LLC: San Antonio, TX

2D Staff Artist 2020-present

- Sunshine Shuffle (2023)
 - Collaborated with developers concepts for characters, environments, props, and key illustrations.

- Responsible for 2D in-game icons and assets.

- Illustrator for other games' assets.

Wilmuck: E-commerce shop

Owner 2010-present

- Built an e-commerce shop from the ground up with 500+ sales annually, through marketing, branding, and researching and creating innovative products.
- Handle the day-to-day operations of the shop, including customer service, point of sales, maintaining inventory, and order fulfillment and distribution.

Gentlemen's Game: Youtube

Animator 2018 - 2023

- Entire art pipeline for weekly Youtube videos from rough storyboards to a cleaned, timed to voiceover video animatic.
- Created all auxiliary art from marketing materials to weekly video thumbnails.

Sharron Art Center: Piscataway, NJ

Instructor 2008-2013

Education

Rutgers University New Brunswick, NJ
Bachelors of Arts, Visual Arts: Painting 2010

UC Irvine Irvine, CA
UX/UI Bootcamp Apr-Oct 2023