WLATEE
PRYCE

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SUMMARY OF QUALIFICATIONS

More than ten years Multi-Media Production experience including but not limited to: Graphic Design, UI/UX Design, Mobile and Responsive Web Design / Development, 2D/3D Animation, Audio and Video Production, Digital Marketing, Search Engine Optimization (SEO) with a strong working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Dreamweaver); coding experience working with HTML/CSS, JavaScript.

💼 PROFESSIONAL EXPERIENCE

American Water Works Company | Camden, NJ   2020 - Present

Product Manager – amwater.com

- Worked with a team of programmers, external vendors and information technology professionals to migrate American Water websites to a new Content Management System (CMS), ensure functionality, security and efficiency of the infrastructure.

- Collaborated with stakeholders throughout the business to develop UI/UX strategies to help improve customer experience based on end-user needs and stakeholders feedback to support innovative design solutions for web and mobile applications.

- Launched a companywide Digital Marketing and Search Engine Optimization (SEO) initiative using Google Analytics, Google Tag Manager and Google Search Console to help improve user experience, the company's online presence and drive relevant traffic to the company's online properties.

American Water Works Company | Camden, NJ   2018 - 2020

Webmaster – amwater.com

- Worked as part of American Water's communications team as the Business Owner for the company's corporate website, 14 State sites and all external websites.

- Responsible for Front-End Development for the company's internal and external online properties; including maintaining and managing American Water websites, fixing issues and updating website content.

American Water Works Company | Voorhees, NJ   2017 - 2018

Digital Communication Specialist

- Worked as part of American Water's communications team as the temporary Business Owner for the company's corporate website, 16 state sites and 5 external facing websites.

Soundview Executive Book Summaries | Kennett Square, PA   2016 - 2017

UI / UX Designer / Web Developer

- Worked as part of the online marketing team as the lead designer / developer for the company's online and digital media assets including print and social media marketing campaigns, tradeshow displays and HTML/CSS responsive, mobile friendly web applications.

Harte Hanks | Trevose, PA   2015 - 2016

Email Developer II

- Worked as part of the digital delivery team using a number of design, development and programming technologies including; Axure, Adobe Creative Suite, HTML, CSS and JavaScript to create responsive, adaptive and scalable assets for use in various digital marketing campaigns.

Digital Media 16 | Philadelphia, PA   2013 - 2015

Multimedia Designer / Developer

- Responsible for all phases of the development of fluid and responsive dynamic web applications from concept and wireframes through building, usability testing, and debug-ging, using new and emerging technologies including: HTML5 / CSS3, PHP, JavaScript and JavaScript frameworks to ensure a consistency in the End-to-End user experience.

- Used Adobe Creative Suite, Final Cut Pro, and Pro Tools to implement best practices to conceptualize, create and manage electronic communications and multimedia solutions including: integrated web content, marketing collateral and social media posts for release and distribution to diverse audiences through online, broadcast and print media.

SAP | Newtown Square, PA   2012 - 2013
Knowledge Management Technology Expert

- Collaborated with team members and stakeholder to develop wire-frames and prototypes based on customer needs and user experience, participated in UI/UX design and usability testing during the development cycle for new web and mobile applications to ensure a consistency in layout, style and quality.

- Utilize Adobe Creative Suite (Photoshop, Illustrator, After Effects and Premiere Pro) to create internal communications including: video and motion graphics projects promoting knowledge management and knowledge sharing throughout the company.

Lockheed Martin | Fredericksburg, VA   2012 - 2012
UI / UX Designer / Web Developer

- Participated in creative brainstorming, and visual design sessions with other wed / graphic designers and developers to construct, wireframes, mockups, site maps and other visuals to support innovative design solutions using Photoshop and Illustrator.

- Developed, debugged and translated wireframes and mockups into working cross-browser compatible prototypes using HTML /CSS and JavaScript, while adhering to web standards and the company's branding guidelines.

Comcast Spotlight | West Chester, PA   2011 - 2012
Online Support Specialist

- Comcast Spotlight is the marketing division of Comcast cable, responsible for all the company's On-Air, On-Line and On-Demand advertising, as one of the Online Support Specialists my duties included acting as a creative liaison between Comcast Spotlight and Ad agencies across the country, working with account executives and management to implement marketing strategies targeting current and potential Comcast Spotlight clients.

- Utilized Photoshop, Illustrator, Fireworks, Flash, ActionScript, HTML and CSS to design and create flash banners, static banners, landing pages, micro sites and email blast advertising, organizations, events and services throughout 15 markets within the United States.

EDUCATION

Coursework, Computer Science, 2016 Delaware County Community College

Associate Degree, Multimedia Specialization, 2009 Houston Community College

Associate Degree, Audio & Video Production, 1994 The Art Institute of Houston

TECHNICAL SKILLS

Multimedia Production	Visual Design / Branding
Web Development	UI/UX Design
Digital Marketing	SEO / SEM