

COLIN WILLOX

cbwillox@gmail.com \| colinwillox.com \| Berlin

Super curious \| degree in international marketing \| past life as a software project manager \| user of pens, paper, question-asking, Sketch, Adobe CC, and some front-end code \| Canadian + Irish (EU) citizenship \| fluent English, French, and basic German.

Experience

UX & UI DESIGNER

AMORELIE
BERLIN, GERMANY
MAR 2015 – PRESENT

Initiated a redesign of the company newsletter which reaches 100K+ people daily, leveraging email marketing standards to create a fully responsive solution that increased the overall clickthrough rate by 34%.

Designed a mobile-first product detail page, starting with competitive research and best practices, followed by brainstorm sessions, rapid prototyping and user testing, resulting in an MVP that has increased add-to-cart actions by 15%.

Created the company's first user interface guideline to ensure the visual language of the brand is consistent and built on best interaction design principles, greatly speeding up the design and development process.

VISUAL DESIGNER

AMORELIE
BERLIN, GERMANY
MAR 2014 – MAR 2015

Created online and printed material for the e-commerce shop on a daily basis, concepting with paper before jumping into higher fidelity mockups with design software.

Cooperated with other designers, a photographer, and writers to develop concepts for an Easter flyer campaign that was sent to 16K+ homes with a very high 2.5% conversion rate.

Developed a flexible brand and style guide that has quickened onboarding, as well as saved marketing, designers and writers time while ensuring consistency across all communication channels.

VISUAL DESIGN INTERN

IYENGAR YOGA INSTITUTE OF SF
SAN FRANCISCO, CALIFORNIA
JUL – DEC 2013

Collaborated with the marketing team to brainstorm ideas, first with lo-fi techniques then Adobe CC, producing collateral such as a t-shirt, workshop flyers, event posters and brochures.

Greatly clarified print communications using an information hierarchy that removed redundancies and focused attention on vital information by separating it from secondary and tertiary details.

Provided informed brand design advice directly to the board of the organization as they re-imagined the studio for a new, larger demographic group.

LIVE-IN CAREGIVER

PRIVATE HOME
SAN FRANCISCO, CALIFORNIA
JAN – JUN 2013

Cared for a fully-dependent, elderly, and disabled individual with multiple sclerosis, including 30 hrs/week of physical lifts, driving, cooking and on-call emergency care.

Challenged the team of two other caregivers to consistently improve the living environment for the dependent, keeping empathy at the forefront of interactions and decisions.

Please read this personal story shared while collaborating to improve elderly care on OpenIDEO: bit.ly/12pTuo3.

PUBLIC SPEAKING INSTRUCTOR

CHRISTOPHER LEADERSHIP COURSE
WATERLOO, ONTARIO
FEB – DEC 2012

Initiated and completed the launch of a new course location using negotiation, cold-calling, print advertising and a local network of contacts, ultimately registering 10 students in a two-week period.

Instructed a weekly class of students with varied public speaking abilities using individually tailored evaluations and expertise in memory systems, detailed speech building, fear-conquering, breathing techniques, and name association.

Honoured by the instructing team with the Leadership Award and a request to teach future students as part of the organization, resulting from a quick grasp of techniques and demonstrated team-building within the class.

PROJECT MANAGER

BLACKBERRY
WATERLOO, ONTARIO
MAY 2009 – AUG 2012

Managed the timely testing and launch of a software tool supporting 75+ million users by generating deployment options, evaluating, then splitting the project into two phases to accommodate change requests in time for delivery.

Surpassed quality goals by 43% in user testing while managing the development of a web-based training solution by proactively engaging executives to avoid resourcing issues in a capital-stretched environment.

Successfully led the first Scrum project in the department, writing the project management plan and conducting a financial analysis, building a foundation upon which the project would be completed.

Skills

WIREFRAMING + DESIGN

PEN & PAPER / BALSAMIQ / SKETCH / PS

Skilled with low-fi and pixel-perfect web mockups, wireframing, and vector drawing from mobile to desktop.

PROTOTYPING

INVISION / MARVEL / ATOM / INSPECTOR

Tested concepts with real people; built basic front-end websites using knowledge of HTML and CSS.

ILLUSTRATION

PEN / PENCIL / CHARCOAL / MARKER

Comfortable with rapid 3D product sketching as well as free-form artistic illustration.

PUBLIC SPEAKING

Confident communication developed through months of formal training and teaching.

LANGUAGES

Native English; fluent in spoken and written French; basic spoken and written German.

PROJECT MANAGEMENT

Experienced PM; used both waterfall and Agile methods to manage software projects.

Education

VISUAL DESIGN CERTIFICATE

VISUAL MEDIA DESIGN
CITY COLLEGE OF SAN FRANCISCO
SAN FRANCISCO, CALIFORNIA
2013

Program focused on the iterative design process, design thinking, and rendering concepts using Adobe programs and lo-fi techniques such as sketching and model-building.

BACHELOR OF COMMERCE

FOCUS: INTERNATIONAL MARKETING
EXCHANGE @ NUS SINGAPORE
DEGROOTE SCHOOL OF BUSINESS
MCMASTER UNIVERSITY
HAMILTON, ONTARIO
2011

- . Graduated Summa Cum Laude
- . Dean's Honor List (08 – 11)
- . Harry L. Hooker Scholarship (09)
- . M. Chan Award for International Studies in Business (08)
- . Entrance Scholarship (06)

Volunteer

CLIMATE LEADER

CLIMATE REALITY TRAINING
CHICAGO, ILLINOIS
2013 – PRESENT

Trained with ex-VP Al Gore; actively seek opportunities to share knowledge on climate issues, discuss the science, and train others who are interested. Joined Bay Area activists at the 2013 Oakland Frackdown.

2ND ROUND COMPETITOR

TIEQUEST BUSINESS COMPETITION
TORONTO, ONTARIO
2011

Generated keen interest from VCs in the 2nd round of a global competition, pitching an organic waste conversion process and unique profit model alongside a colleague.

DIR. SPEAKER RECRUITMENT

MCMASTER WORLD CONGRESS
MCMASTER UNIVERSITY
2009

Secured the student-run conference's world-renowned keynote speaker using negotiation. Exceeded the speaker-count target, securing eight diverse candidates as a result of collaborative teamwork and networking.

ENGLISH TEACHER + FARM HAND

WWOOF INTERNATIONAL
BANTRY, IRELAND
2011

Explored Southwestern Ireland and taught Europeans conversational English while sharing a living space. Collected and planted organically farmed ingredients using handling practices taught by the host.

Personal

IMPROV THEATRE

Weekly classes and workshops in improvisational acting skills; frequent shows in Berlin as part of Scratch Theater.

FOOD & LIQUIDS

A love for cooking, especially Vietnamese; experience bartending at both a scotch bar and a wine bar.

TRAVEL

Independent adventures throughout Canada, the USA, Southeast Asia, Western Europe, and Costa Rica.

NATURE

Regular hiking and camping in Northern Ontario, California and around the world; proud tent owner.