

# Will Hare / Experience Designer



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## Career

### **PNC Financial Services** / June 2014 – Present

#### *Senior Digital Experience Designer* / April 2016 – Present

- › Partner with product teams and research teams to gather insights and identify customer pain points through the use of analytics, qualitative remote user testing, and survey response.
- › Plan, design, prototype, test, and collaborate to implement improved experiences for key pnc.com site interactions, such as account authentication, product shopping patterns, search, and applications.
- › Partner with peers across PNC Digital in developing a design system.

#### *Digital Experience Product Manager* / June 2014 – April 2016

- › Oversaw migration of various products/sections/microsites on pnc.com from IBM WCM to Adobe CQ/AEM.
- › Managed relationships and expectations of various internal business partners, while working with external vendors and agencies to execute projects, such as the PNC Christmas Price Index.
- › Provided design and front-end development support, as well as prototyping directly within AEM, to define new design patterns and interactions for pnc.com.

### **American Eagle Outfitters** / April 2006 - June 2014

#### *Web Designer*

- › Owned visual design of online marketing and social media efforts for all AEO brands, including the high-profile launch of the #AerieReal campaign for Aerie.
- › Designer for ae.com, ensuring omnichannel alignment of branding and messaging, as well as designing interfaces and interactions for online product guides.

### **Concurrent Technologies Corporation (CTC)** / April 2003 – April 2006

#### *Graphic Designer, Digital Artist/Animator*

- › Interface designer for classroom-based, multi-user training applications.
- › Created branding, marketing materials, and videos/animations for various CTC, Department of Homeland Security, and the National Defense University programs.

### **Levin Group, Inc.** / May 2000 – April 2003

#### *Graphic/Web Designer*

- › Planned, designed, and developed the Levin Group website through three redesigns.
- › Branding and print designer within an internal marketing department, serving various clients in the dental field, from large corporate partners like Proctor & Gamble to small individual dental practices nationwide.

## Education

### **York College of Pennsylvania**

#### *Bachelor of Arts, Graphic Design* / 1998 – 2002

- › NCAA Division III Men's Soccer / 1998 – 2000

## Skills

### **Design**

- › Design Thinking
- › Journey Maps
- › Affinity Diagrams
- › User Journeys
- › Wireframing
- › Prototyping
- › Accessibility
- › Interaction Design
- › Responsive Web Design
- › HTML/CSS
- › Illustration
- › Visual Design
- › Art Direction
- › Branding/Identity
- › Animation
- › Photography

### **Research**

- › Usability Testing
- › Remote User Testing
- › Contextual Inquiry
- › Qualitative & Quantitative Research
- › A/B Testing
- › Ethnographic Research
- › Survey

### **Software**

- › Adobe Creative Cloud
- › Sketch
- › InVision
- › Microsoft Office
- › Adobe Experience Manager
- › Content Management Systems
- › Google Apps

### **Business**

- › Product Management
- › Marketing
- › Social Media