

BLAKE WILLIFORD

MULTIDISCIPLINARY DESIGNER + RESEARCHER

CONTACT

✉ bwilliford@gmail.com
☎ 904 386 9479

www.WillifordDesign.com

SUMMARY

Designer / Researcher pursuing new opportunities and challenges at the crossroads of HCI, creativity, and educational technology. My current research in the Sketch Recognition Lab is exploring educational technology that utilizes sketch recognition to give real-time feedback and improve learning outcomes.

SKILLS

Programming

- Java
- Javascript
- HTML5
- CSS3
- PHP
- Processing

Design

- Sketching
- Wireframing
- Storyboarding
- Prototyping
- Responsive Design
- Animation
- 3D Modeling
- Information Architecture
- Information Visualization

Research

- Surveys
- User Interviews
- Usability Testing
- Ethnography

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Solidworks
- Autodesk Sketchbook Pro
- Axure RP

EDUCATION

Ph.D. Computer Science

Texas A&M University

2016 - PRESENT



M.S. Human-Computer Interaction

Georgia Institute of Technology

2013 - 2015



B.S. Industrial Design

Georgia Institute of Technology

2007 - 2011



SELECTED WORK EXPERIENCE

Blake Williford Design

Freelance Designer

2010 - PRESENT

- Freelance UI / UX design, branding, and illustration services with 6 years of experience working on projects for more than 30 clients ranging from individuals to small and mid-sized companies.
- Most recently helped a healthcare startup called Medicare Pathfinder with UI design, branding, and VC presentations - They won "Best startup" at 2016 Healthdatapalooza "Shark Tank" competition.

Fjord

Interaction Designer

2015 - 2016

- Collaborated on several client projects for the Atlanta studio of this service design firm. Work involved research, interviews, journey mapping, persona creation, sketching, wireframing, prototyping and visual design.

Cardinal Web Solutions

Visual Designer

2012 - 2013

- Rebranded the company and its entire physical and digital presence, leading to a more clear, concise, and cohesive brand identity.
- Led a wide variety of projects for local and national clients involving responsive web design, mobile site/app design, graphic design, and branding during a time in which the company tripled in size.

RESEARCH EXPERIENCE

Texas A&M University

2016 - PRESENT

Graduate Research Assistant

- Research under Dr. Tract Hammond is primarily related to an intelligent educational software and serious games. Our current project “PerSketchTivity” is being used to teach engineers the fundamentals of design sketching. Work includes developing new lessons and prototypes, testing and refining them, and writing about the findings. The work is in collaboration with the iDREEM Lab at Georgia Tech and has made it in conferences such as WIPTTE / CIPTE (Impact of Pen and Touch Technology on Education).
- I also work on “Mechanix”, another educational software that teaches its users basic principles of physics through the sketching of free-body diagrams.

Georgia Institute of Technology

2014

Graduate Research Assistant

- Performed research in the area of advancing spatial reasoning and creative skills in engineers through learning sketching – Specifically by using educational software. Worked under Dr. Linsey at the IDREEM Lab. The work was closely related to my Master’s Thesis and involved testing over 160 engineering students.

PUBLICATIONS

Conquering the Cube - Learning to Sketch Primitives in Perspective with an Intelligent Tutoring System

2016

- Blake Williford, Paul Tael, Swarna Keshavabhotla, Tracy Hammond, Wayne Li, and Julie Linsey
- Pending review for IUI 2017 Conference

Consistently Evaluating Sketching Ability in Engineering Curriculum

2016

- Ethan Hilton, Blake Williford, Wayne Li, Erin McTigue, Tracy Hammond and Julie Linsey
- Paper accepted in to the 2016 International Conference on Design Creativity (ICDC)

PerSketchTivity

An Intelligent Pen-Based Educational Application for Design Sketching Instruction

2016

- Blake Williford, Paul Tael, Trevor Nelligan, Wayne Li, Dr. Julie Linsey, Dr. Tracy Hammond
- Paper accepted in to the 2015 WIPTTE Conference in Redmond, WA at Microsoft and published in 2016 Springer book *Revolutionizing Education with Digital Ink*

SketchMaster - Education for the Conceptual Age

2015

- Master’s thesis detailing early research and design work for PerSketchTivity

INTERESTS



MUSIC



TRAVEL



SPORTS



VIDEO GAMES



DOGS