William Weems

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PROFESSIONAL EXPERIENCE

Ping Technologies | Founder & Chief Architect
10/2019 – Present

AI Systems Architecture, Product Development, Multimodal Platforms
Leading the architecture of MerlinMagik, a poly-agentic intelligence console featuring a four-panel interface with real-time dashboards, white-label theming, and a central dynamic stage. Designed and delivered a modular, API-first system supporting 150+ integrated capabilities, including GPS/geolocation, facial and voice recognition, neural feedback, frequency-based communication, real-time agent orchestration, digital wallets, and advanced security.

- Architecting Electron-based desktop and web platforms using FastAPI, WebSockets, MongoDB, ChromaDB, and multimodal NLP pipelines
- Implementing agent orchestration patterns including CoT, ToT, ReAct, and vector-based memory systems
- Launched IP-driven Web3 wallet, token, and rewards infrastructure
- Lead product vision, roadmap, and execution across SaaS and B2B platforms
- Manage cross-functional teams using Agile/Scrum processes and iterative release cycles
- Align product strategy with business objectives, user research, and stakeholder requirements
- Oversee secure, scalable system design with a focus on UX, performance, and extensibility

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Force Marketing / Helix Technologies | Product Director
10/2019 – 03/2022

Automotive SaaS, AI-Driven Marketing Platforms
Directed product strategy for an automotive SaaS platform leveraging VIN-level data and AI to identify vehicles at critical 90-day lot thresholds, enabling faster inventory turnover. This Automotive Intelligence Platform is used by the biggest brands in automotive and received the **NADA Award for Automotive Innovation**.

- Defined product vision across web and mobile platforms
- Led cross-functional teams integrating intelligent automation and operational tooling
- Built scalable UI systems using React, Node.js, Python, PHP, HTML, CSS, and JavaScript
- Directed UX from research and wireframes through final visual execution
- Delivered dev-ready assets via Figma, Sketch, Zeplin, and InVision
- Designed branding, motion graphics, email campaigns, and sales materials
- Executed go-to-market strategy across all marketing channels

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TripFiles | Senior UX/UI Designer
07/2018 – 10/2019 (Contract)

Private Social Travel Platform (iOS & Android)
Designed a private travel network for a high-profile client, leading Product, Marketing, UX/UI strategy and introduced monetization features that transformed the business model and enabled scalable growth.

- Designed intuitive user flows and responsive mobile interfaces
- Built custom UI systems, icons, animations and design assets
- Delivered dev-ready handoffs via Zeplin and InVision
- Created App Store and Google Play marketing collateral

Amplifi | Lead Designer
03/2018 – 12/2018 (Contract)

Cloud Data Management (MDM)
Redesigned and custom-coded Amplifi's WordPress platform with integrated video and SEO. Created branded collateral that supported a multi-million-dollar partnership with Starbucks.

- Developed brand and visual design documentation
- Built responsive, SEO-optimized web experiences
- Created sales, conference, and print collateral for enterprise audiences

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Banyan Hills Technologies | Senior UX/UI Designer
01/2018 – 06/2018 (Contract)

SaaS Platforms & Mobile Applications
Oversaw UX/UI for complex SaaS systems including petroleum infrastructure platforms and robotic pump technologies for tanking and distribution. Also delivered a consumer-facing iOS bowling app for a national chain.

- Led UX strategy, wireframes, and front-end delivery
- Designed animated interfaces, marketing videos, and app assets
- Delivered dev-ready components for engineering teams

Aces Health | Product Lead / Senior UX/UI Designer
07/2017 – 12/2018 (Contract)

Healthcare Platforms & HIPAA-Compliant Systems
Built secure healthcare platforms for pharmaceutical and research organizations. Created first of its kind HIPAA-Compliant Safe Contract system to allow users to opt into pharmaceutical and health research agreements. Designed hardware systems such as a smart-glasses–integrated system for epilepsy treatment and data capture.

- Led UX/UI across iOS, Android, and web platforms
- Designed secure, research-driven interfaces for clinical environments
- Created marketing assets, trade show materials, and brand collateral

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NBC Comcast / Cox Media – 2016 Rio Olympics | Lead Editorial Marketing Designer
07/2016 – 09/2016 (Contract)

Xfinity Olympic & CTV Platform
Led design for Olympic coverage across Xfinity, delivering immersive themes, live scores, and real-time event content to millions of viewers.

- Oversaw campaign planning, SEO tagging, and CMS workflows
- Delivered analytics-driven music and on-demand videos
- Created branded templates and event graphics across all CTV networks

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University of Virginia | African American Studies | Lead Consultant
07/2016 – 03/2018 (Contract)

Digital Storytelling & Education Platform
Led development of a civil rights digital storytelling platform documenting the integration of Black students and teachers into white classrooms.

- Directed design, branding, and WordPress development
- Managed video, music, and documentary production
- Delivered SEO strategy, social assets, and content workflow

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Moxie Media & Marketing | Lead Design Consultant
03/2016 – 07/2016 (Contract)

Content Creation, Web Development & Geolocation Systems
Led the design and development of responsive web and mobile platforms for retail and distribution clients, transforming design concepts into functional systems that supported nationwide operations and real-time location tracking.

- Designed and developed responsive WordPress websites and mobile applications for iOS and Android
- Implemented geolocation mapping systems to track and manage nationwide dairy distribution
- Delivered branding, SEO/SEM strategy, analytics integration, and digital tracking systems to support marketing and operational insights

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DoMyOwn | UX/UI Design Director
03/2014 – 03/2017

E-Commerce Growth & Brand Transformation
Led UX, product, and marketing strategy, scaling revenue from **$14M to $64M** in two years.

- Directed UX/UI strategy, A/B testing, and responsive design
- Built AWS-backed infrastructure and dynamic shipping systems
- Partnered with Bayer and Monsanto on product expansion
- Delivered campaigns, infographics, trade show assets, and email programs

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LexisNexis | Senior UX/UI Designer / Human Factors Engineer
05/2013 – 03/2014

Risk Solutions & White-Label Platforms
Led the integration of two risk-based security products and an acquired Israeli security platform into a unified, white-label system for fraud detection and threat intelligence. Oversaw data science, research, and DevOps teams to drive deep data analysis while overseeing UX/UI across crime forensics, geospatial targeting, and AI-driven predictive models used for real-time crime mapping and parolee tracking from release through workforce entry.

- Directed enterprise front-end design and development
- Led UI security strategies and privacy compliance initiatives
- Designed law enforcement systems for real-time geographic crime tracking

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CardLytics | Senior UX/UI Designer
07/2012 – 05/2013

Automated Ads & Offers – BankAmeriDeals Platform
Designed and delivered a secure, white-label fintech platform embedded within tier-one banking applications, including Bank of America, enabling transaction-based ads and offers within highly regulated financial environments. The platform supported real-time offer targeting, approvals, tracking, and analytics while meeting enterprise security, compliance, and performance requirements for most of the world's largest financial institutions.

- Led UX/UI design for internal and external web and mobile applications within a .NET-based banking ecosystem
- Designed advanced dashboards, queues, feeds, and approval workflows for transaction-driven campaign management and analytics
- Collaborated closely with leadership, product managers, data teams, front-end and back-end engineers, and banking partners to integrate compliant, scalable financial marketing and tech systems

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Red Cedar Solutions Group / Copper Run Capital | Design Director
11/2010 – 07/2012

Statewide Education Data Analytics & Corrections Platforms
Collaborated with educators, state leaders, and data scientists in Michigan's state capital to design and deliver

large-scale public sector platforms leveraging statewide education data to assess student performance and enable personalized learning across Michigan's education systems.

- Directed UX/UI design and front-end development for K–12 and higher education systems
- Created interactive dashboards, analytics tools, and secure data environments for administrators, educators, and students
- Developed a white-label corrections platform for Ohio State Corrections to track inmate and ex-offender data in real time

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AT&T / Wipro Technologies | Mobile UX/UI Designer
01/2010 – 02/2010

First-Generation Smartphone UX/UI Frameworks
Designed early smartphone user experience and interface frameworks intended to position AT&T competitively against Apple's iPhone during the initial mobile platform shift.

- Created high-fidelity wireframes, native app flows, and UI assets for first-generation devices
- Produced detailed visual and interaction documentation to guide offshore engineering teams in India
- Collaborated with AT&T product and engineering stakeholders on platform UX/UI direction

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Dr. Oz / ShareCare | Senior UX/UI Designer
11/2009 – 12/2009 (Contract)

Mobile Health Application – Pregnancy & Education Platform
Designed and developed a mobile pregnancy application supporting Dr. Oz's book *You: Having a Baby*, featuring interactive, educational health experiences for expectant parents.

- Created UX/UI for an interactive 3D ultrasound experience synchronized to trimester stages
- Designed mobile health content, articles, and supporting digital assets
- Collaborated with ShareCare on platform integration and user engagement strategy

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WebMD | Senior Web Designer
12/2008 – 02/2009 (Contract)

Healthcare Platform Redesign & Digital Advertising Systems
Led the second-generation redesign of WebMD, transitioning creative operations in-house while supporting large-scale healthcare content and advertising systems.

- Directed site architecture redesign, ad platforms, and video-based healthcare content
- Created wireframes, layouts, and mockups for sponsored and editorial content
- Storyboarded multi-million-dollar digital campaigns for major pharmaceutical brands

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University of Georgia | Principal Web Developer
06/2002 – 12/2008

Campus-Wide Digital Platforms & Academic Systems
Led the design and development of campus-wide digital platforms supporting Arts and Sciences departments, academic research, and digital education initiatives.

- Spearheaded the design and development of over 40 department websites and digital systems
- Pioneered the first Digital Library of Georgia in collaboration with the university library system
- Built grant-funded research tools and premium digital services under the Dean's Office
- Launched campus-wide iTunes U channels and developed visual educational materials to support digital learning initiatives and academic content distribution

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North Carolina Zoo / NC Zoo Society | Webmaster
06/1997 – 06/2002

Interactive Media, Education & E-Commerce Systems
Spearheaded interactive design and technology initiatives at one of the world's largest natural-habitat zoological parks, developing the organization's website and first POS-integrated e-commerce platform. Collaborated with Time Warner to deliver fiber-optic live streaming exhibits for education and public engagement, and designed large-scale satellite tracking systems supporting endangered species protection, conservation research, and animal release programs.

- Designed and developed the zoo's website and first e-commerce platform integrated with POS systems
- Created interactive exhibits, digital signage, and touchscreen experiences using custom and National Geographic content
- Produced multimedia assets including video, audio, photography, and streaming media for exhibits and marketing

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CORE SKILLS & CAPABILITIES

Executive Leadership & Product Strategy

Product vision and execution across AI platforms, SaaS, fintech, healthcare, education, Web3, and enterprise systems. Proven ability to lead products from early concept through MVP, scale, and long-term platform evolution while aligning business goals, technical strategy, and user outcomes.

AI Systems & Architecture

Design and delivery of multi-agent systems, autonomous agents, vector-based memory, and real-time NLP pipelines. Hands-on experience integrating and orchestrating modern AI frameworks within production-grade platforms.

Frameworks: OpenAI, Gemini, Anthropic, Nemotron, Copilot, Firefly, Ollama

UX/UI & Multimodal Design

Human-centered interaction design for complex systems, including real-time dashboards, voice and vision interfaces, tactile/Braille feedback, and experimental frequency-based communication systems. Deep background bridging UX psychology with practical implementation.
Tools: Figma, Adobe Creative Suite, Sketch, InVision, Electron

Engineering, Front-End & Delivery

Full-spectrum collaboration across design and engineering, with hands-on experience delivering production systems over multiple generations of web and mobile platforms. Strong foundation in front-end and application development paired with modern API-driven architectures.

Technologies:
FastAPI, MongoDB, ChromaDB, WebSockets, REST APIs, Docker, Python, JavaScript, PHP, WordPress, HTML, CSS, jQuery, React, Angular, Azure, .NET

Delivery & Process:
Agile/Scrum leadership, sprint planning, backlog management, Jira, Git, Notion, cross-functional team execution.

Security, Payments & Blockchain

Design and implementation of secure platforms handling sensitive data across finance, healthcare, education, and government environments. Experience with authentication, authorization, monitoring, and transaction systems spanning traditional and decentralized models.

Capabilities:
Role-based access control, encryption, privacy-aware UX/UI, behavioral monitoring, digital wallets, fiat and cryptocurrency integrations, secure payment workflows.

EDUCATION & CONTINUED TRAINING

- Graphic Design – Bessemer State Technical College
- Digital Design – Art Institute of Atlanta
- Computer Science – University of Georgia
- Continued Ed training in Adobe Creative Suite, PHP, networking, XML, Windows security
- Professional coursework in leadership, conflict resolution, security, and operations