



WILLY ABEEL

Willy.Abeel@gmail.com

amazon

AT&T

BOEING

BrightView

Capital One

Carnival

CONVERSE

COX

Disney

Dollar Bank
Since 1855

Foot Locker

Gap Inc.

Gartner

GoDaddy

hp

intel

LOWE'S

MARVEL

mcLEODGAMING

MERCK

Nestlé

P&G

SEPHORA

Six Flags

SONY

tmpworldwide
THE DIGITAL BRAND AUTHORITY

ups

verizon

vmware

Walgreens

Walmart

W



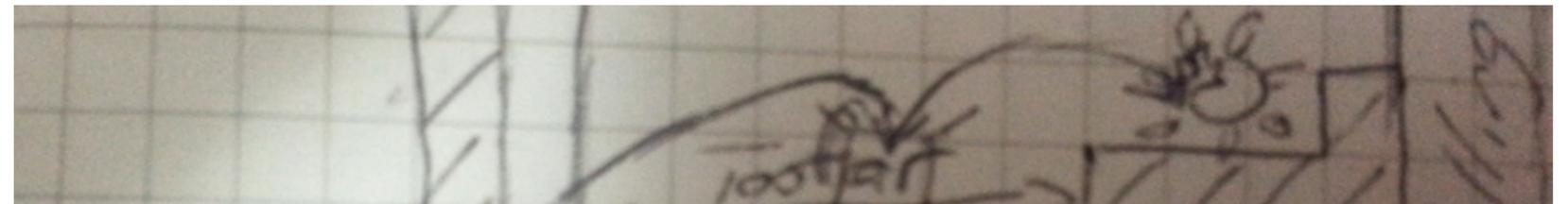
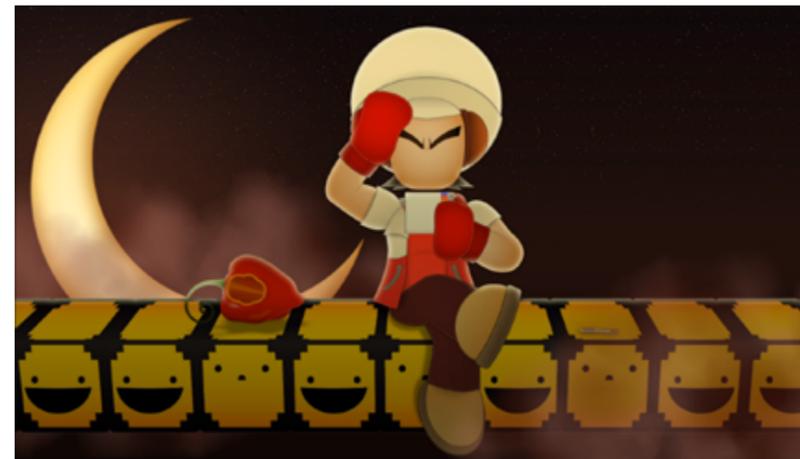
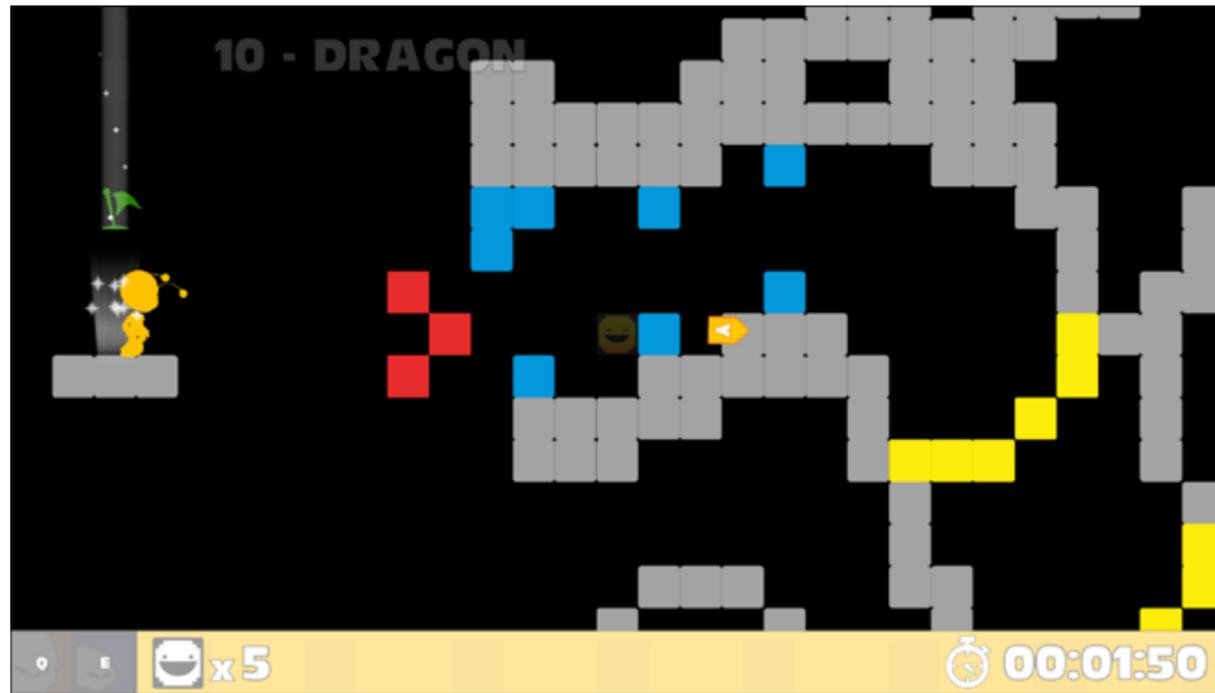
CLIENTS I'VE WORKED WITH

YEAH JAM FURY: U, ME, EVERYBODY! (PC, MAC, LINUX)

Director / Lead Game Designer / Animator / UI/UX Design

<https://yeahjamfury.wes-plus.com>

YEAH JAM FURY



INGAME (PRACTICE)

GamePod Touch: Move, Jump, Cycle Forward, Cycle Backward, Pause

Character: Yeah

Make Block: Aim then Fire

Reset Cursor

Quick Block: And

Control: x5

PRACTICE: GRAB THE MANGO TO FINISH

Stage Select

01A - Jacob Can't Make Ladders

Stage Preview

Your Stats

//STAGE NAME//

Test Save

CREATE MODE

YEAH BLOCK STEEL BLOCK

ICE BLOCK FREDOR MERCURY BLOCK

BLOCKS FLAGS

DEVELOPER BUTTON

+ - CLOSE BROWSE EYES

◀ ▶

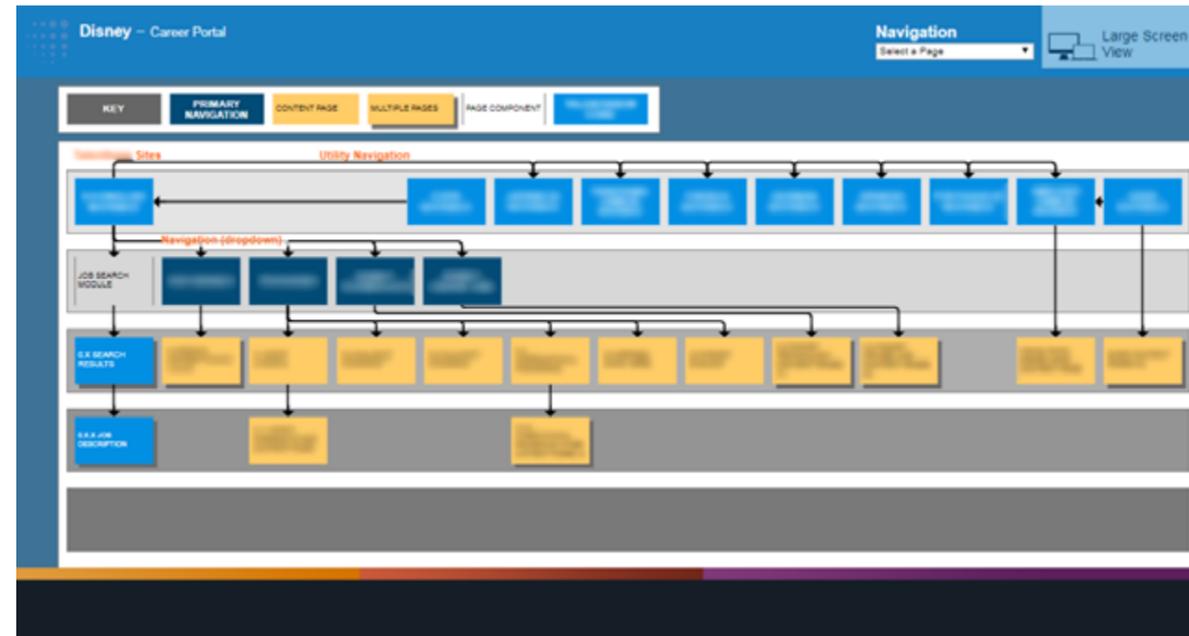
Yeah Jam Fury was a longterm collaboration and personal project centered around fleshing out and refining the original flash game into a fully featured HTML5 title.



DISNEY CAREERS (MULTI-BRAND SITE TEMPLATE)

Information Architecture / UX Design

<https://jobs.disneycareers.com/>



DISNEY TECH

Keyword

Country State/Region City

Search For Jobs

Already Applied?

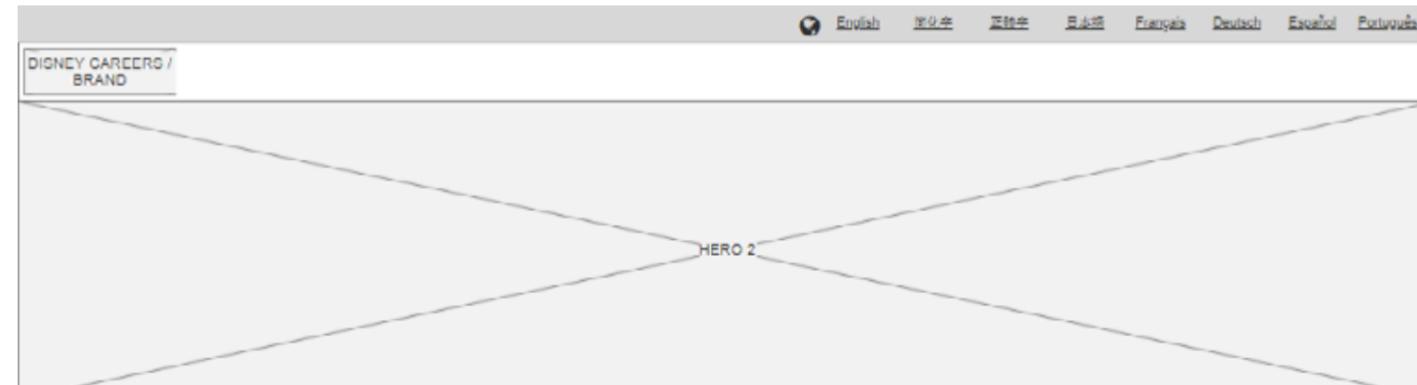
Employee Stories

Lorem ipsum dolor sit amet

Consectetur adipisicing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.

Consectetur adipisicing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.

Consectetur adipisicing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.



DISNEY CAREERS / BRAND

LOGO LOGO LOGO LOGO LOGO LOGO

Job Search

Keyword

Country City State/Region

United States Location Location

Search Jobs

Synonymous with quality, entertainment and cutting-edge technology. The Walt Disney Company impacts a global audience every day.

> CLICK TO LEARN MORE ABOUT OUR DIVERSE BRANDS

LOREM IPSUM

DISNEY CAREERS / BRAND ENGLISH

LOREM IPSUM

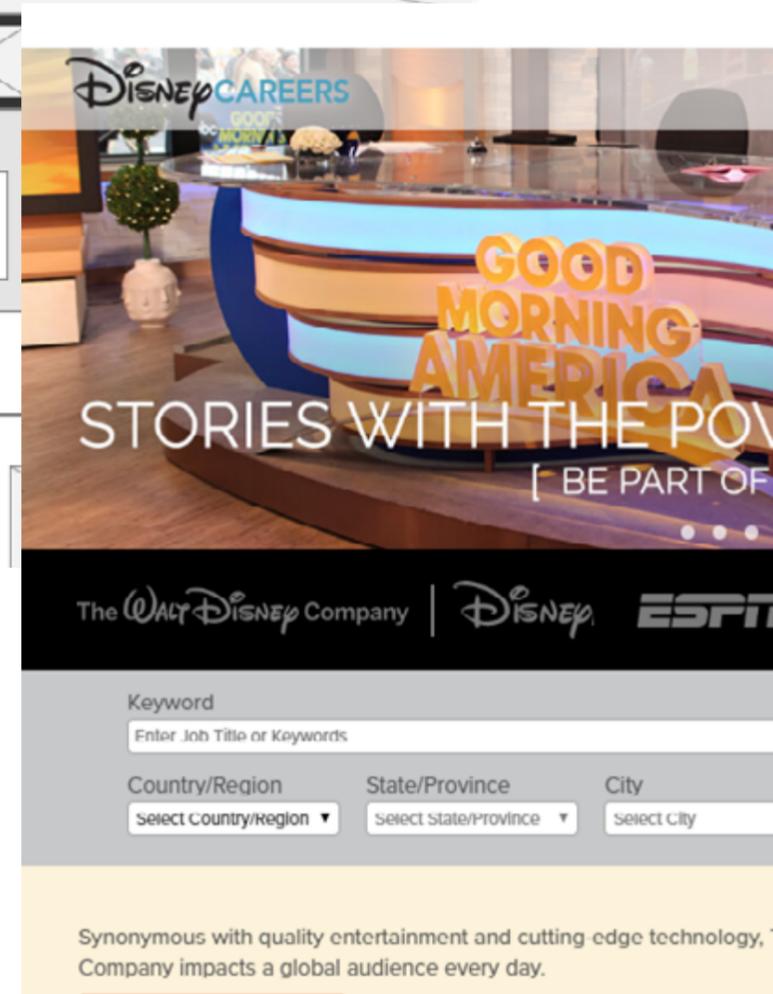
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. AENEAN EUISMOD BIBENDUM LAOREET.

Job Alerts

Email Address

Keyword

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. AENEAN EUISMOD BIBENDUM LAOREET.



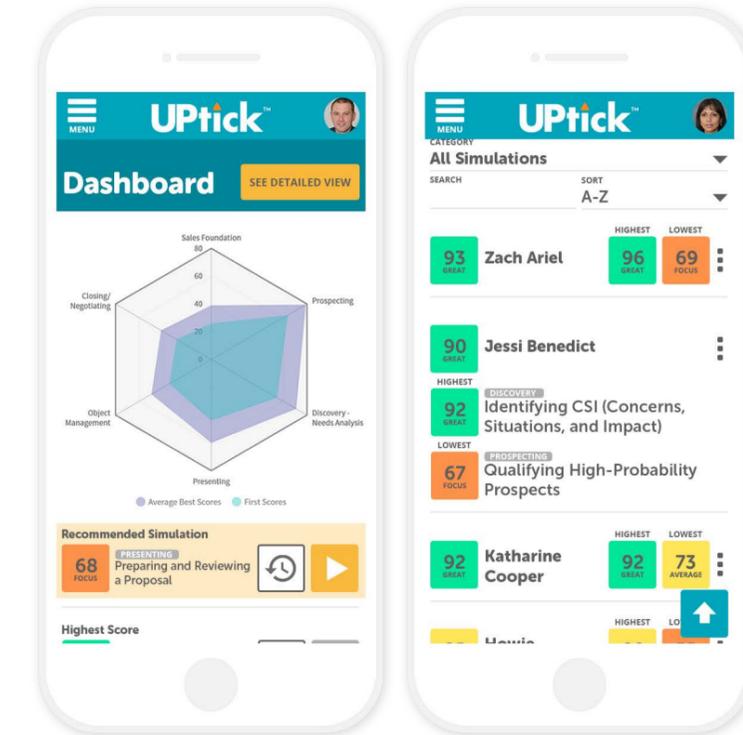
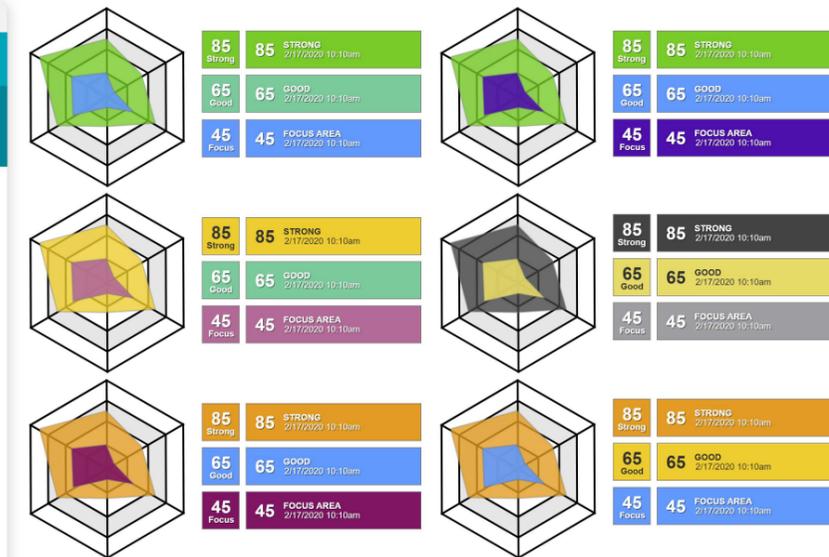
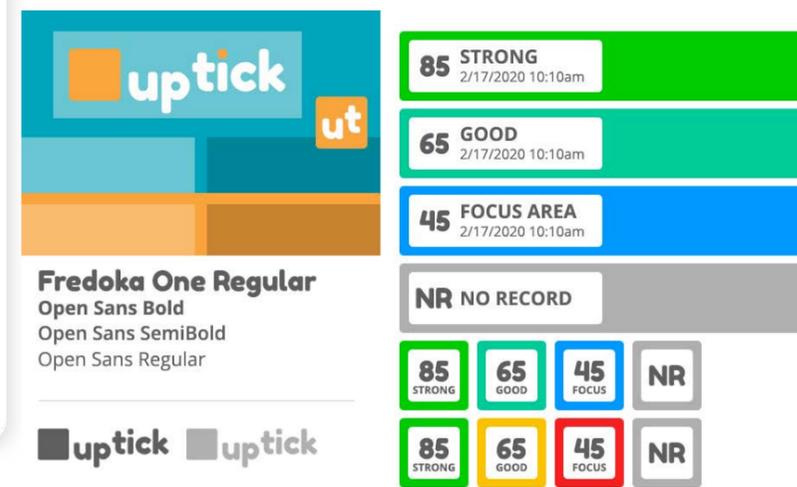
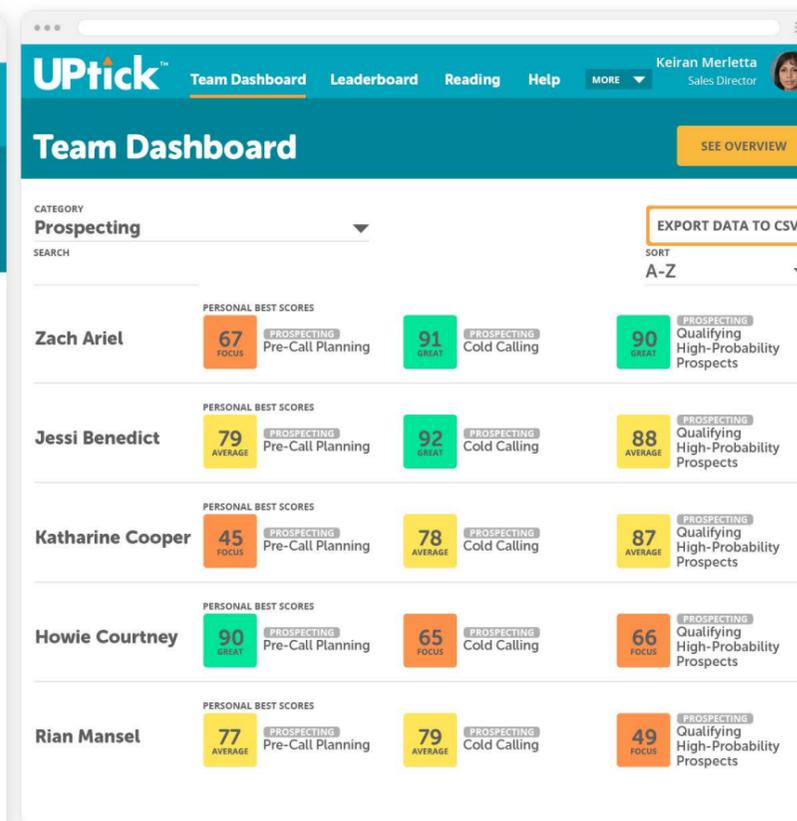
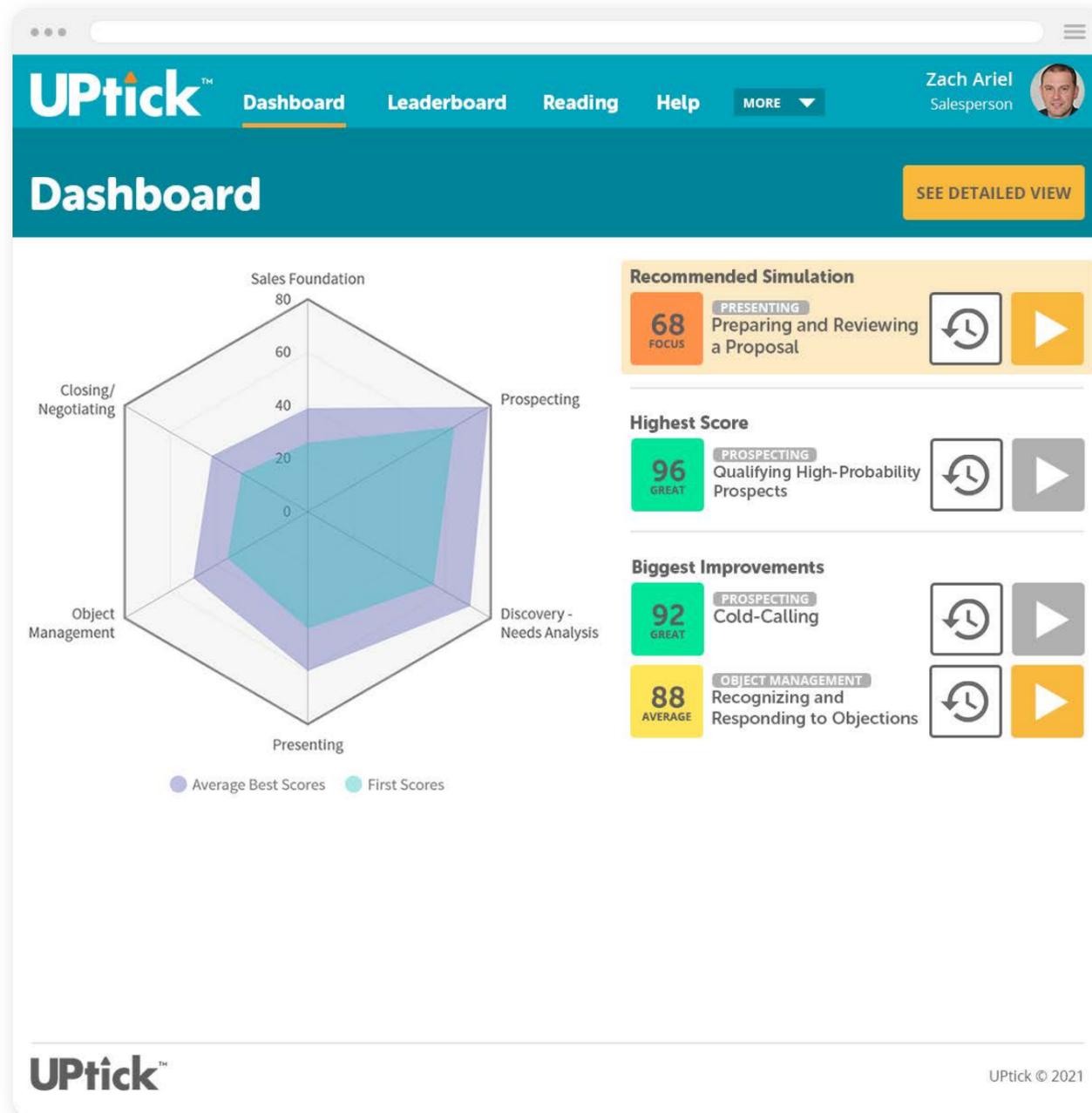
The latest Disney Career Portal was an endeavor to refresh their outdated architecture and provide them with a flexible series of templates for future updates.



UPTICK DASHBOARD (WEB APPLICATION)

Information Architecture / UI/UX Design / Mockups

<https://www.sciolytix.com/products/uptick-sales-training-simulations/>



The UPTick dashboard was originally filled with a lot of overwhelming data and didn't provide any actionable use for any of it. In addition to redesigning it, I provided new scoring labels and colors that promoted positive feedback while maintaining proper color contrast

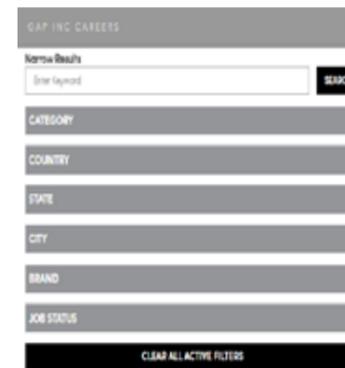
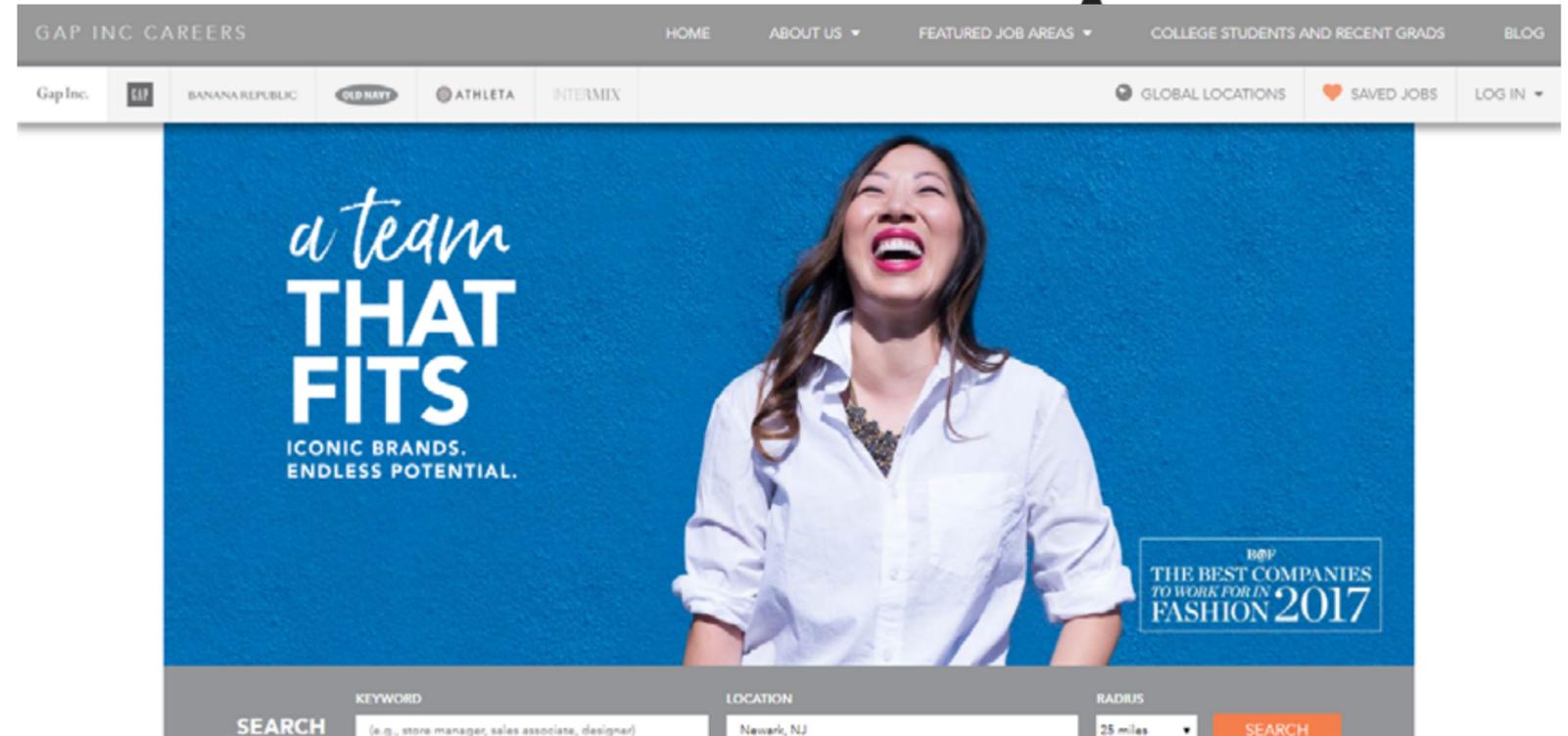
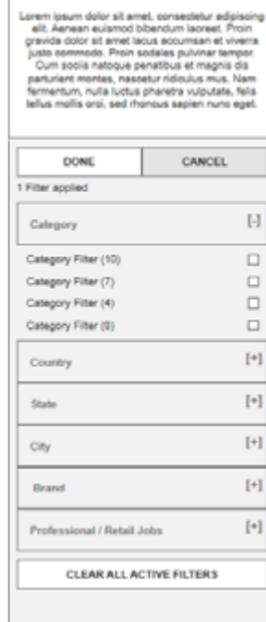
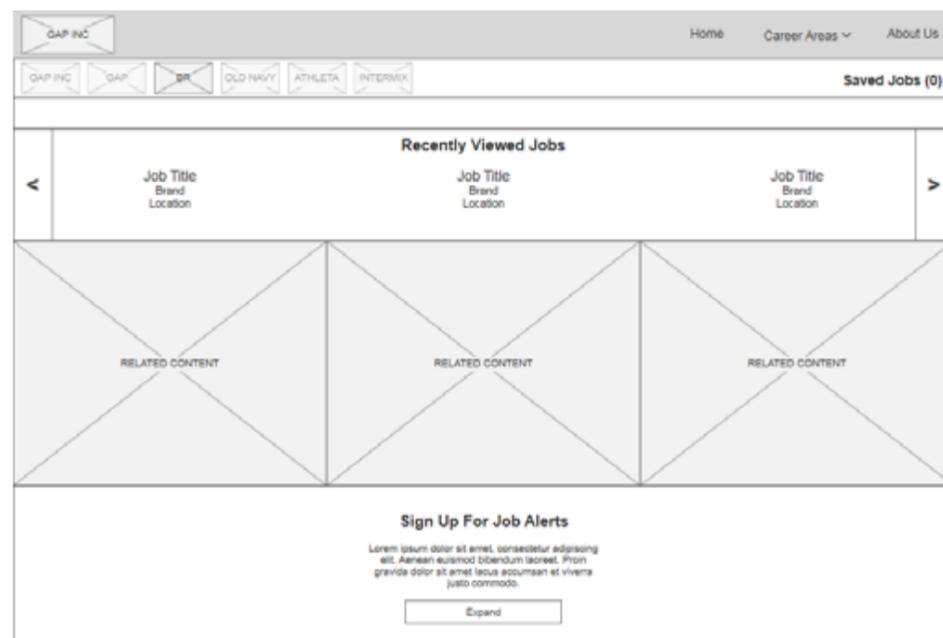
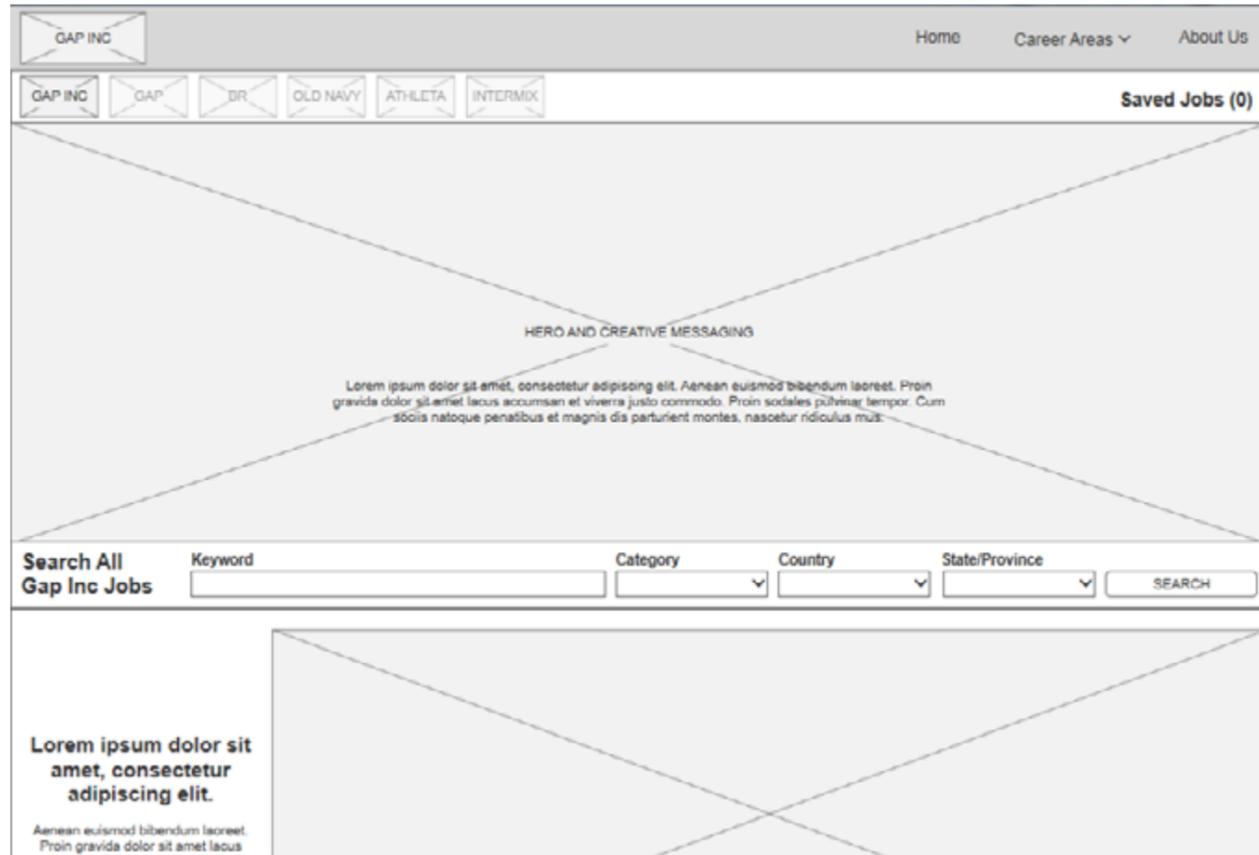


GAP INC. CAREERS (MULTI-BRAND SITE TEMPLATE)

Information Architecture / UX Design

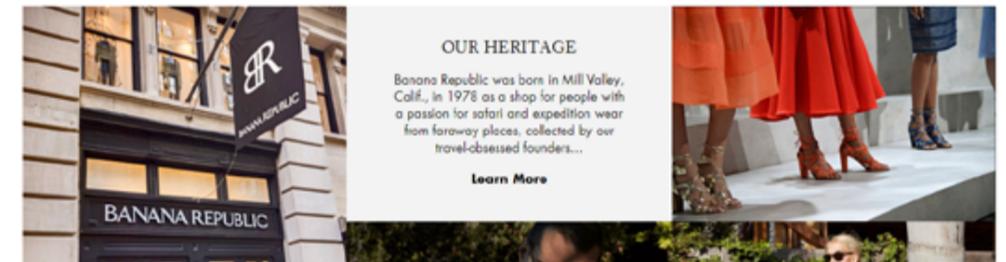
<https://jobs.gapinc.com/>

Gap Inc.



At Banana Republic, how we do it is just as important as what we do. We value people who are confident, optimistic and curious, because we believe in unleashing creativity and greatness every day.

ARE YOU READY TO JOIN OUR TEAM?

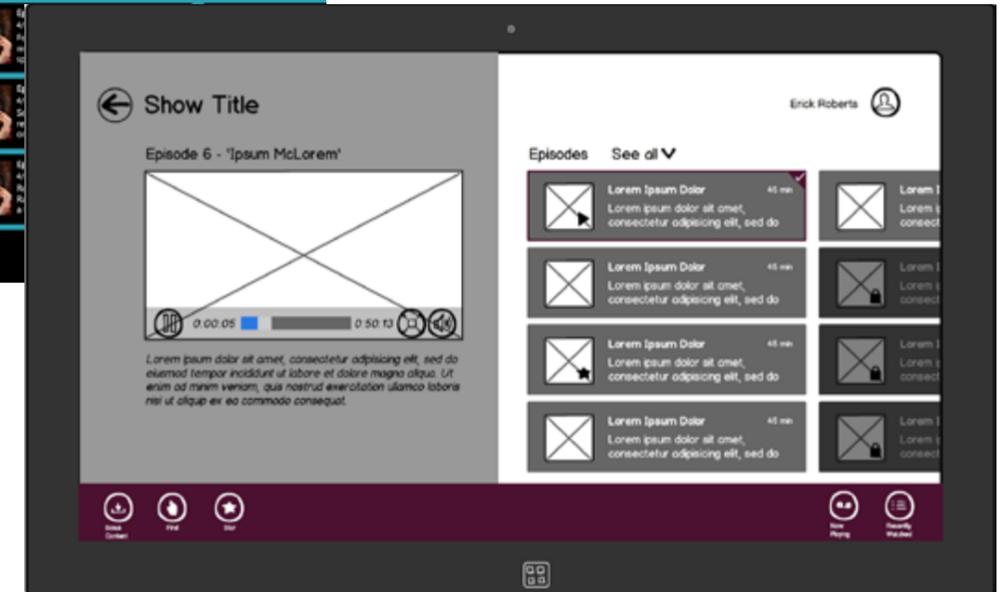
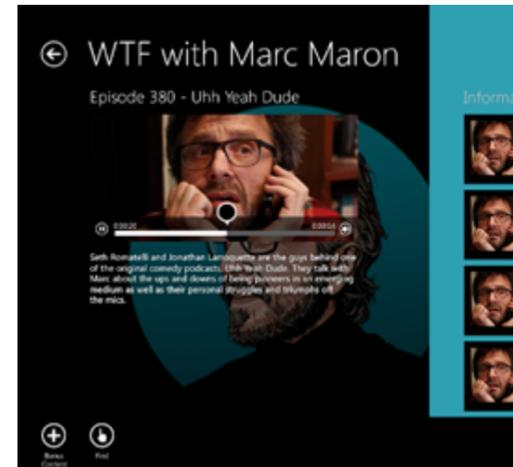
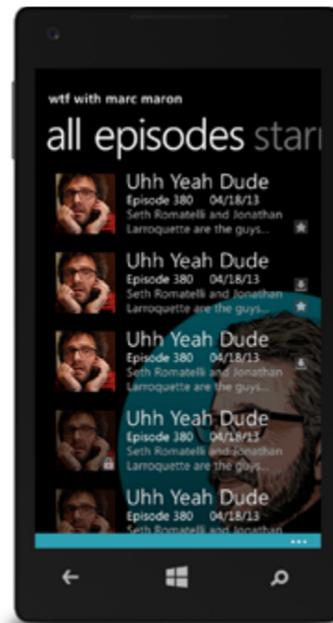
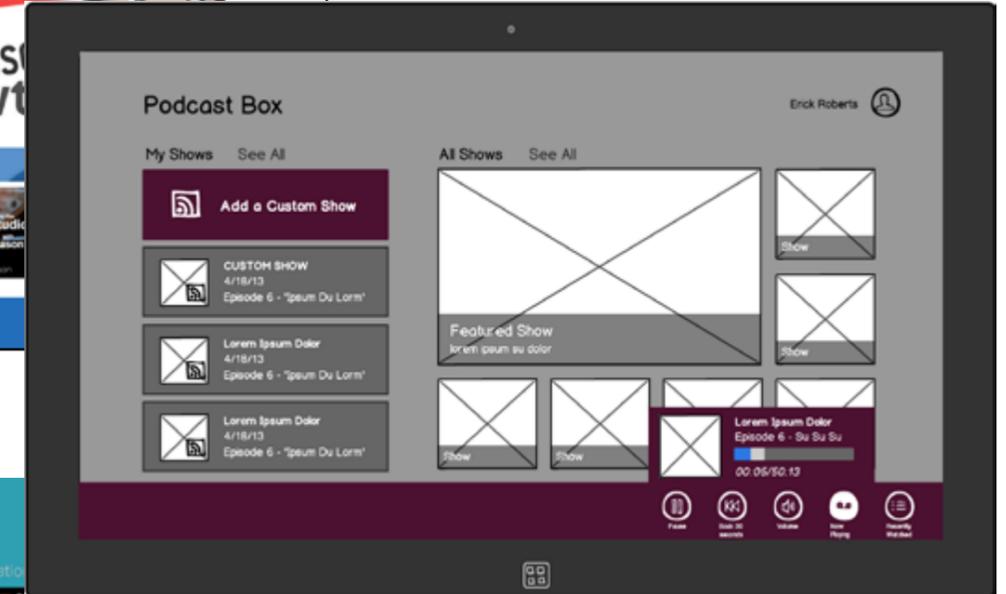
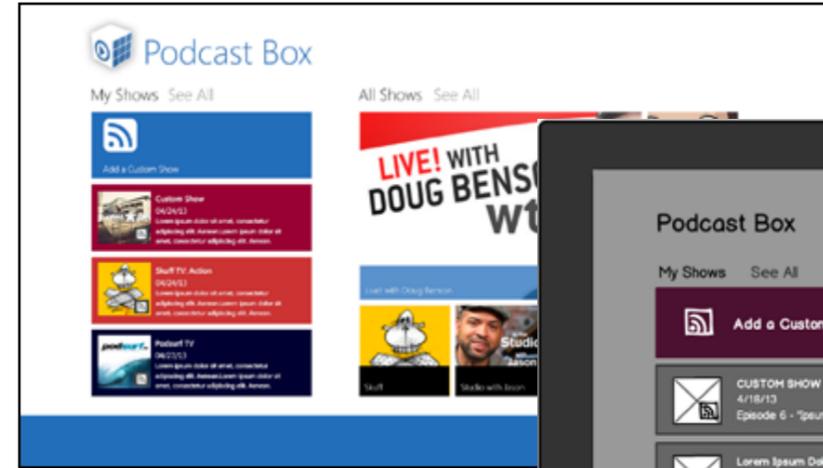


Gap Inc required their career hub to be able to account for both multiple brands and multiple language instances using a limited number of pages. Our award winning design achieved this after a few iterations.



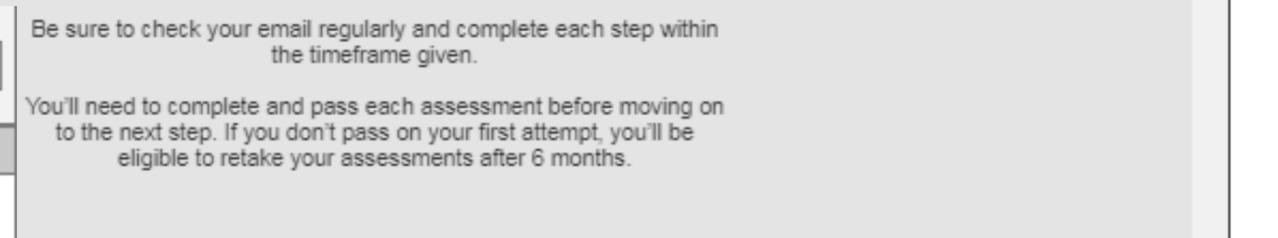
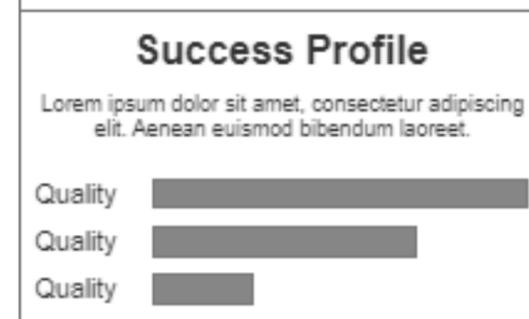
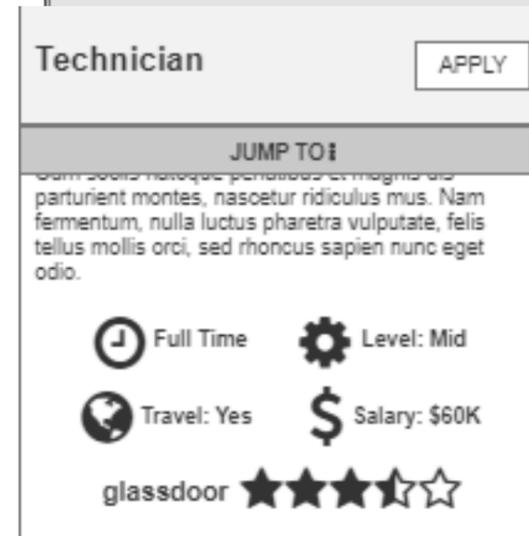
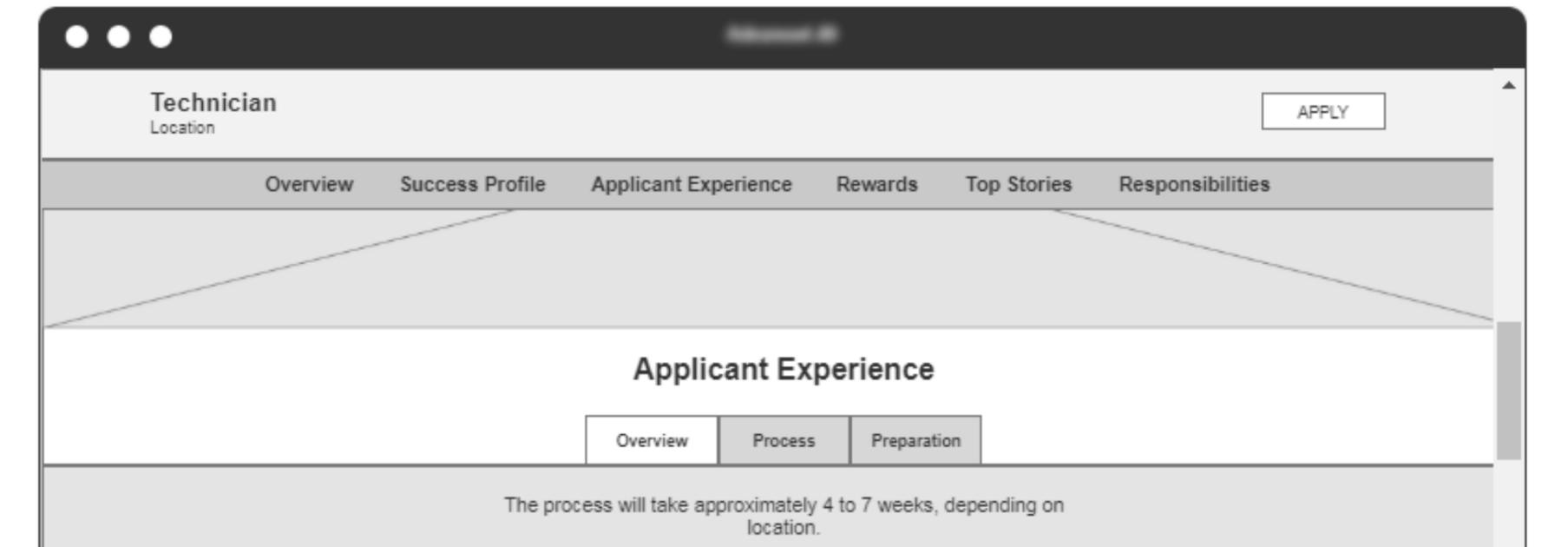
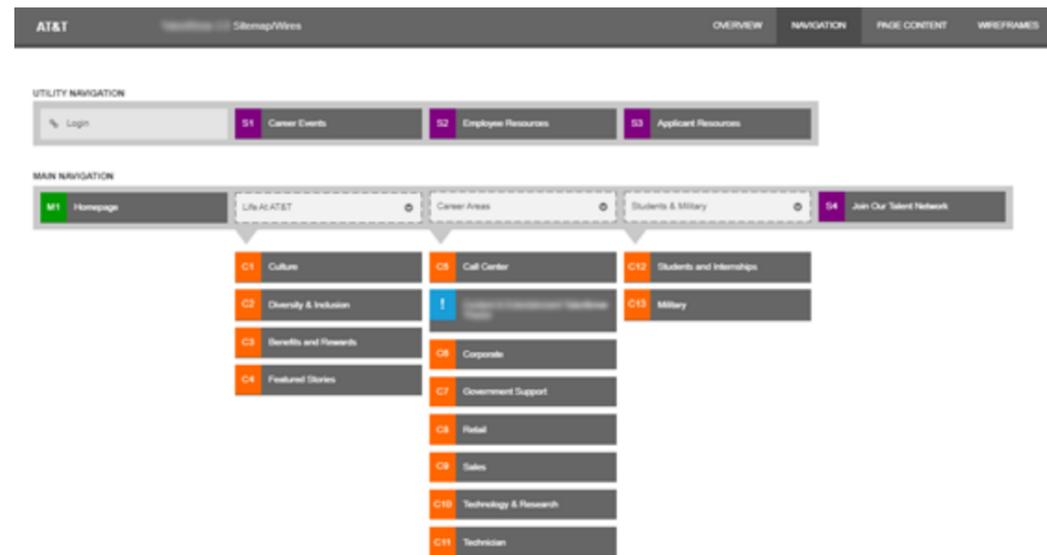
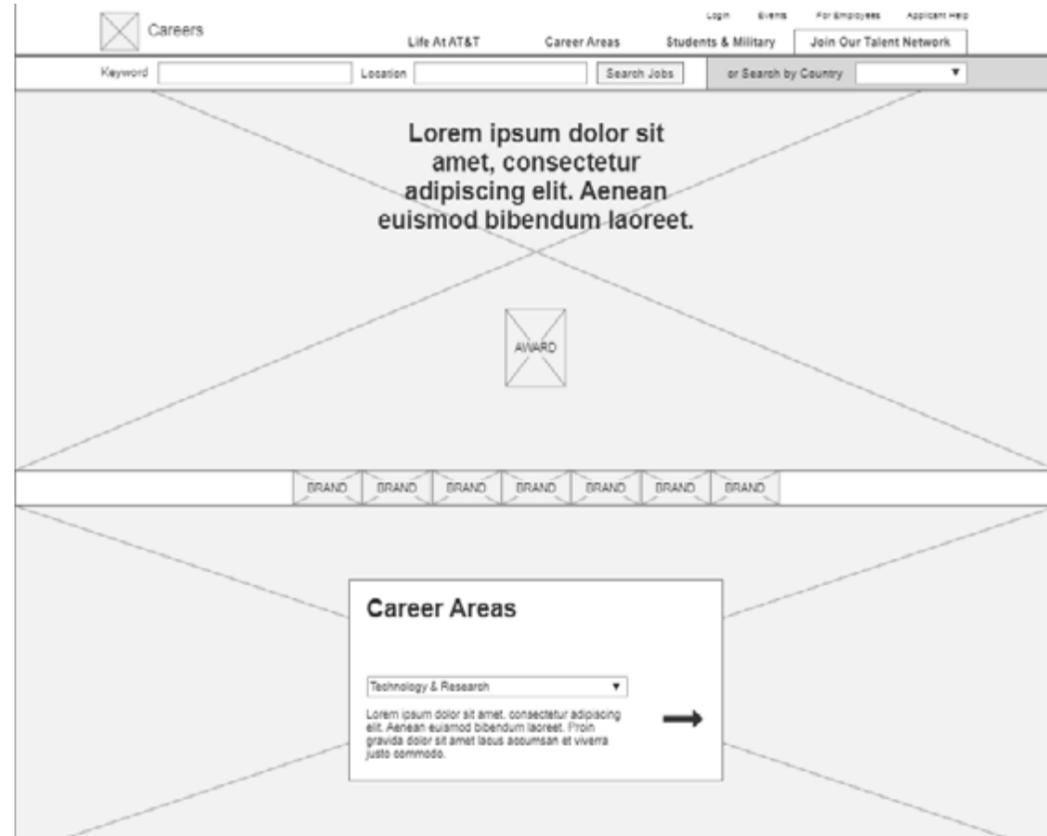
LIBSYN PODCASTS (WINDOWS 8 TABLET, PHONE)

Creative Lead / Wireframes / Mockups / UI/UX Design



The Libsyn podcasts were all built off of a reusable template design that started a trend for audio playback on Windows devices. Over 700 apps used this template.



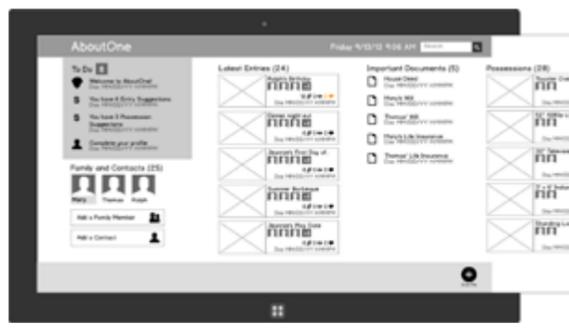
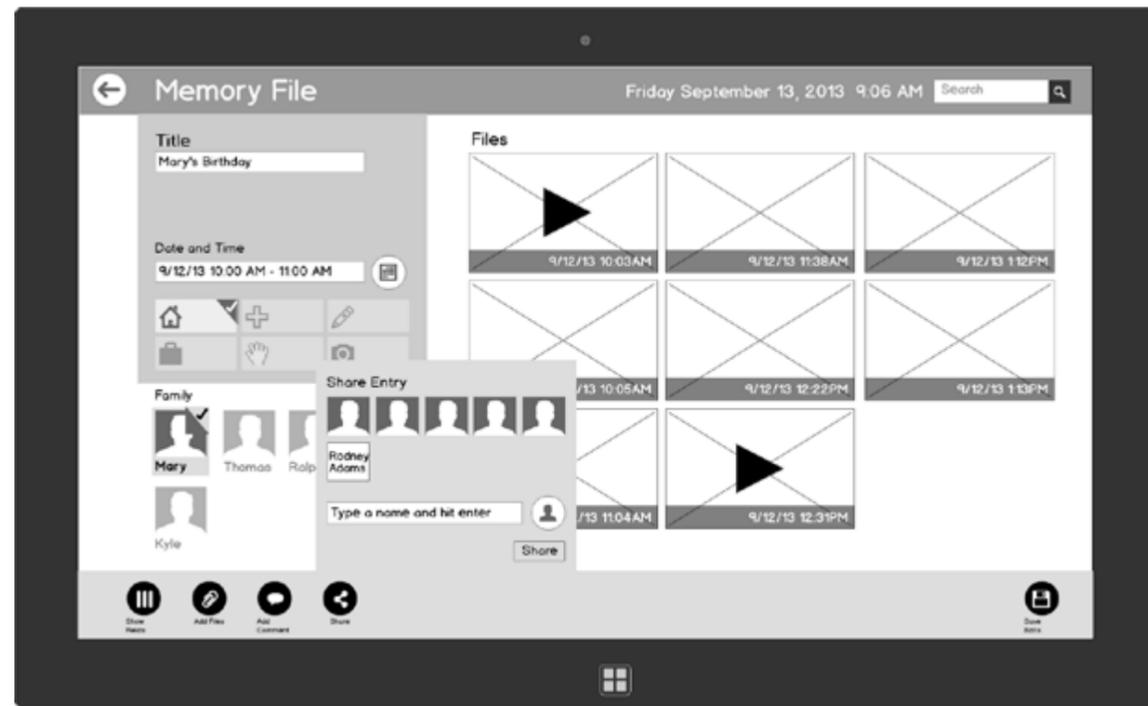
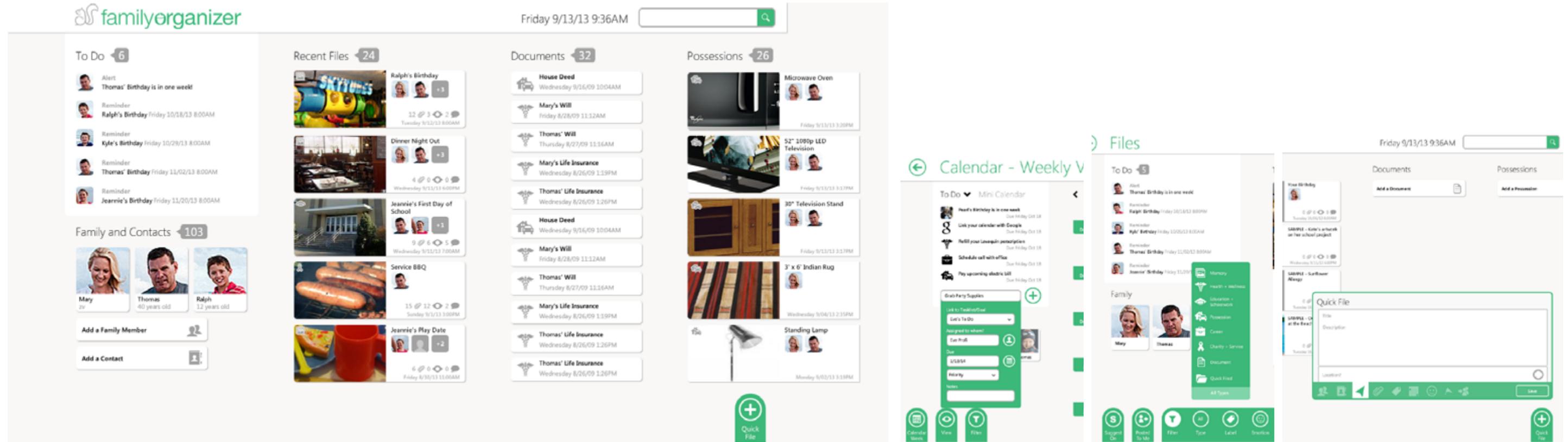


The AT&T Careers Site required an overhaul that was on the forefront of site design and usability, like the previous, award winning iteration did. It was also an opportunity to reduce content.



ABOUTONE FAMILY ORGANIZER (WINDOWS 8 TABLET)

Creative Lead / Wireframes / Mockups / UI/UX Design



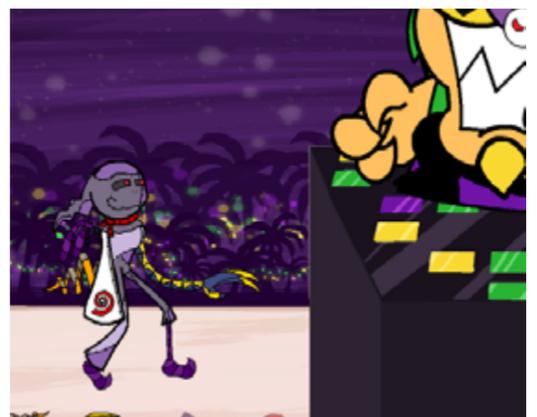
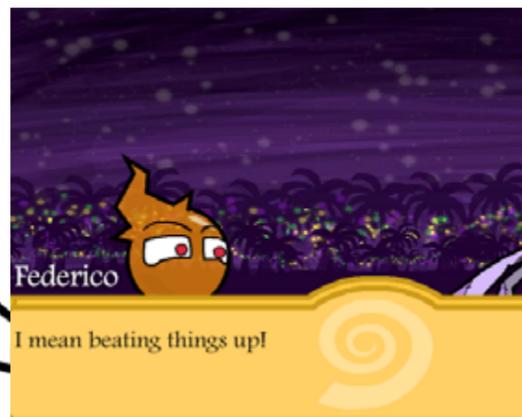
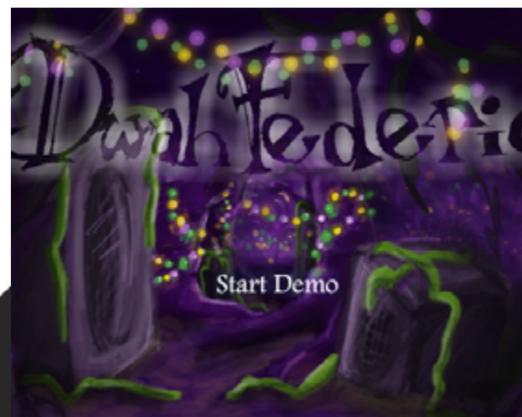
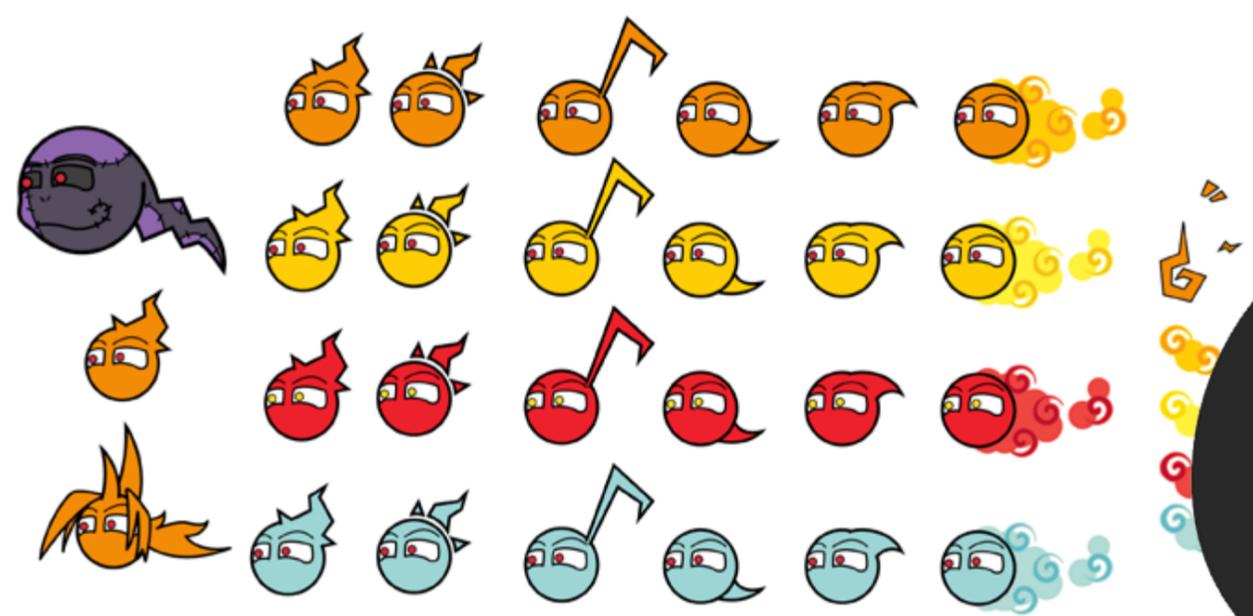
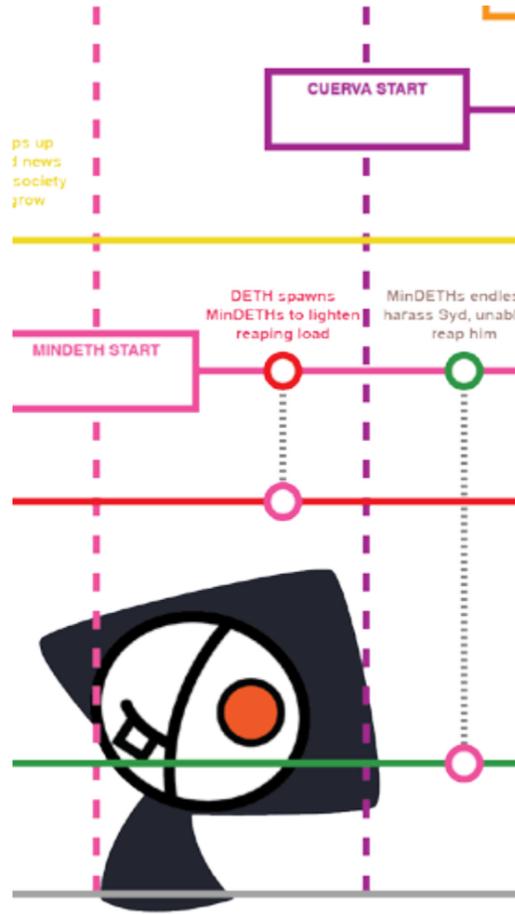
AboutOne's Family Organizer's final design implemented every feature that their web app utilizes, optimized for tablet. One of the most ambitious Windows 8 Apps produced.



DWAH FEDERICO (DEMO)

Creative Director / Game Design / Animation

Dwah Federico



Dwah Federico was a first attempt at managing a production team to build a game demo. The demo was built in 3 months, complete with final boss and voice acting.



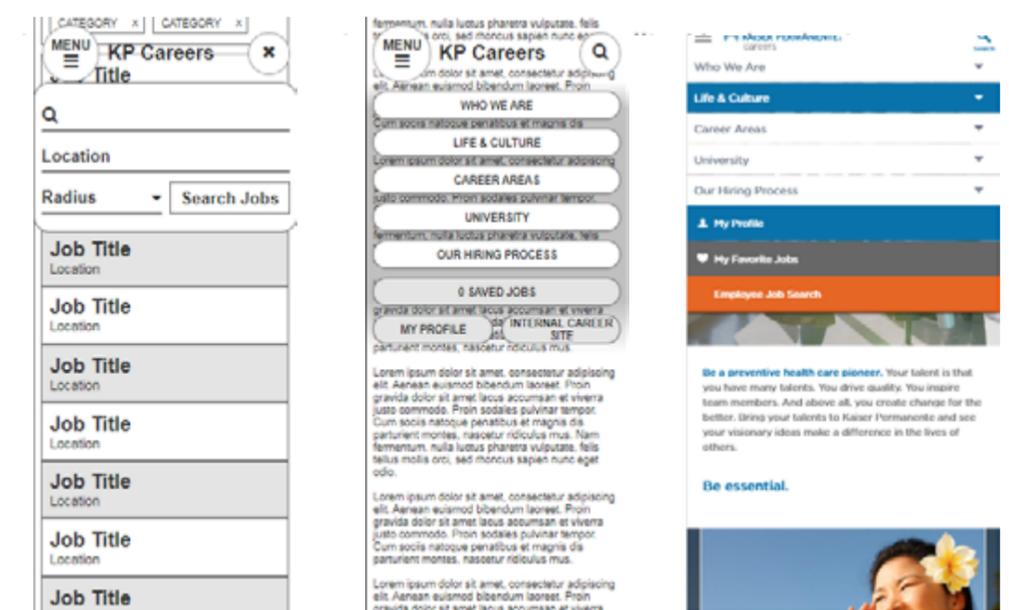
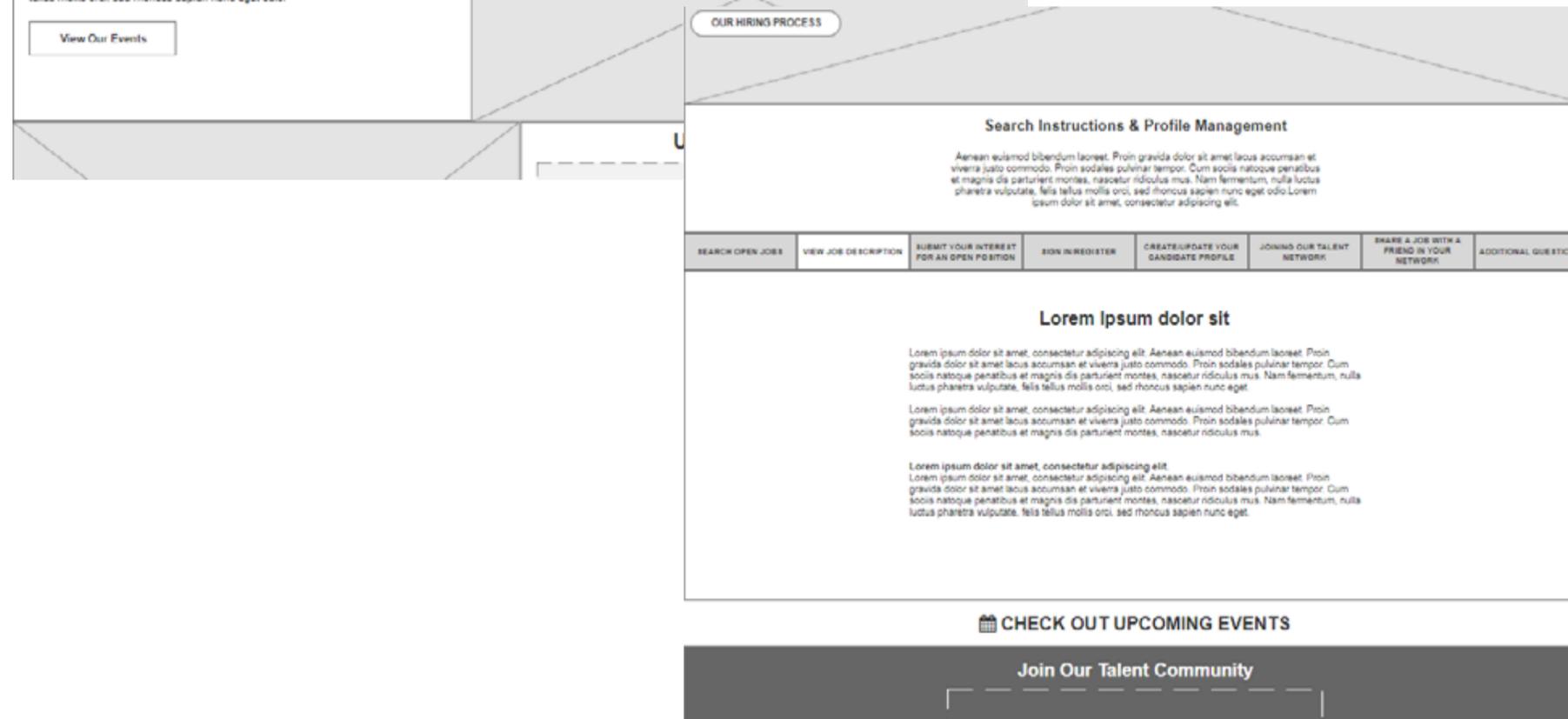
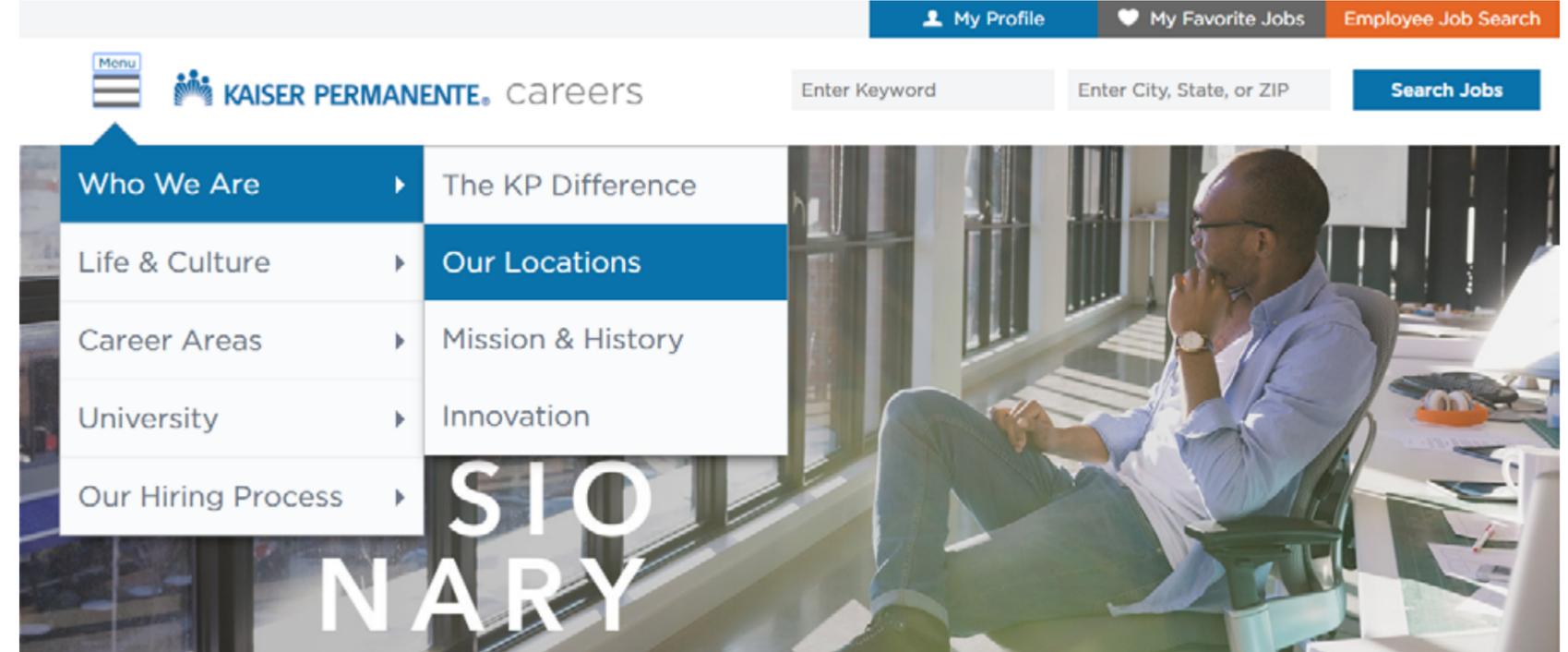
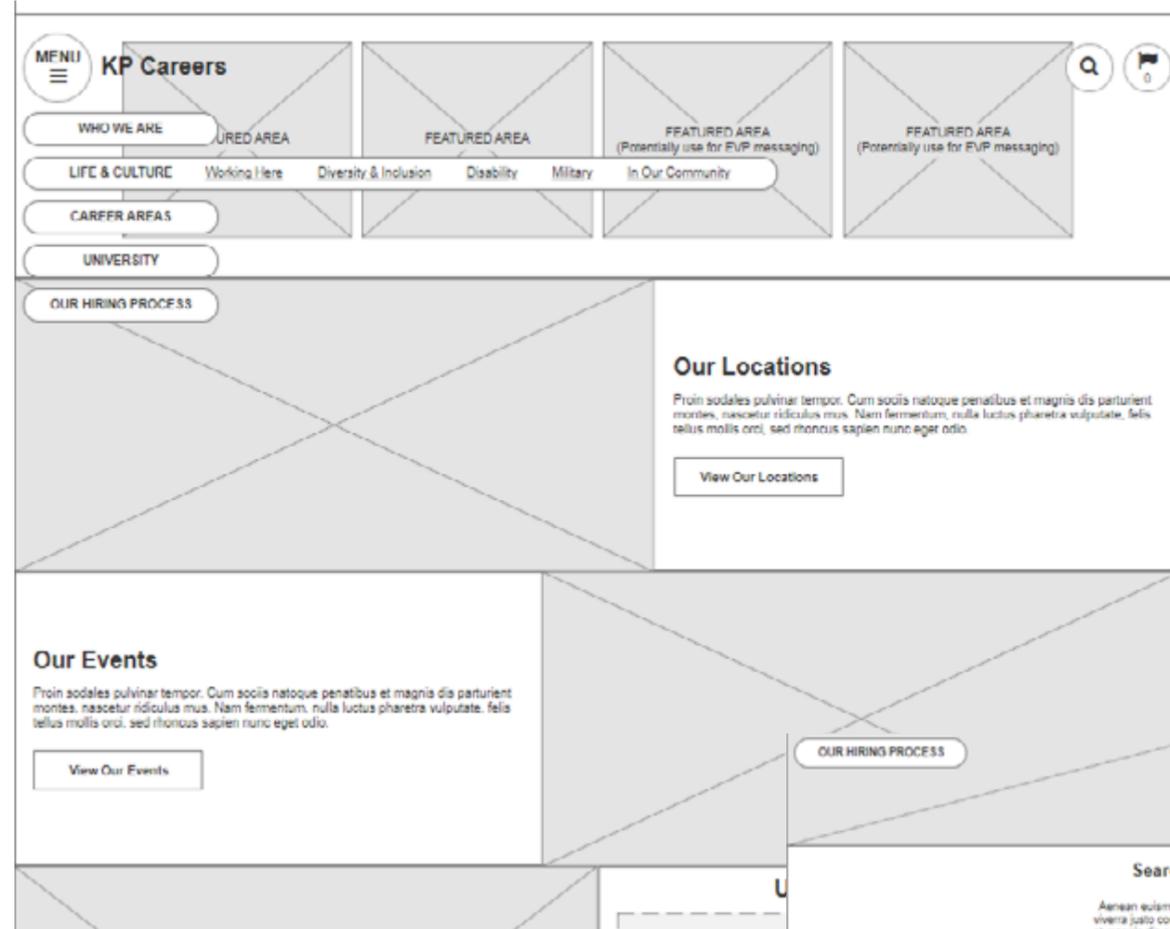
KAISER PERMANENTE CAREERS (WEBSITE)

Information Architecture / UX Design

<https://www.kaiserpermanentejobs.org/>



KAISER PERMANENTE®



Kaiser Permanente's latest career site was delivered on a tight deadline, but not before exploring interesting and attention grabbing options for navigation.



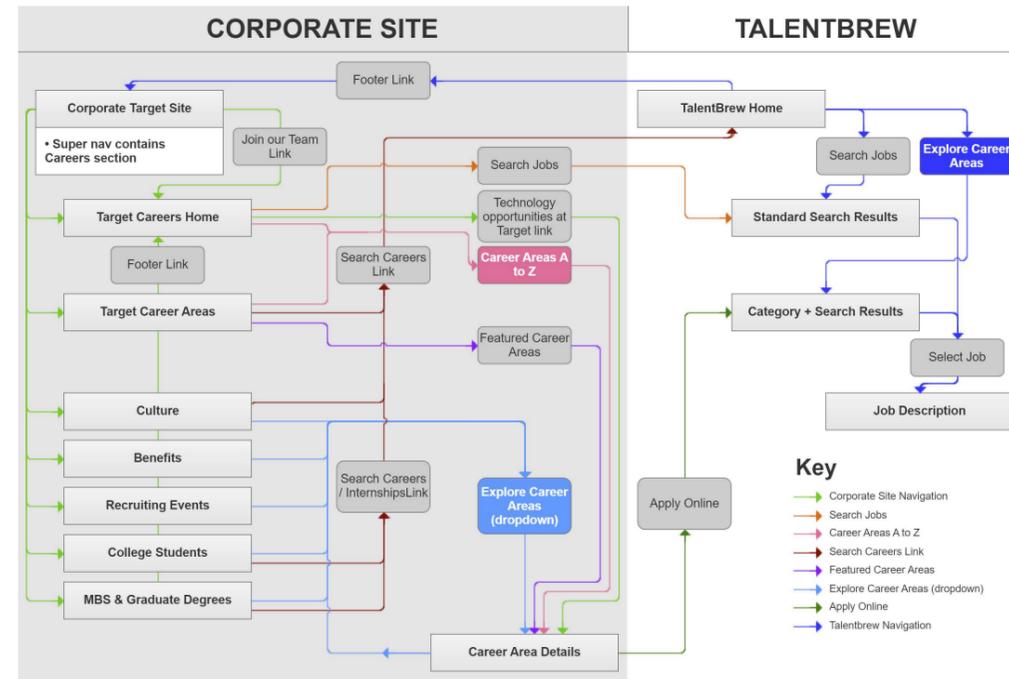
TARGET CAREERS (WEBSITE)

Information Architecture

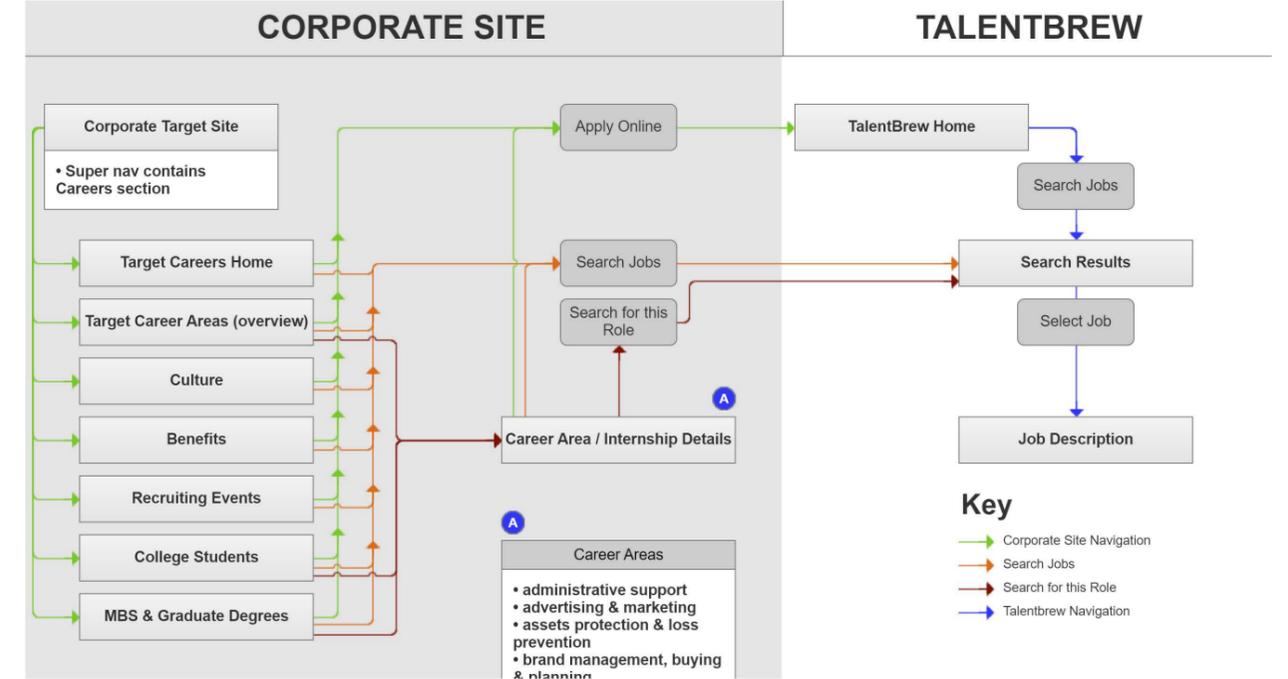
<https://jobs.target.com/>



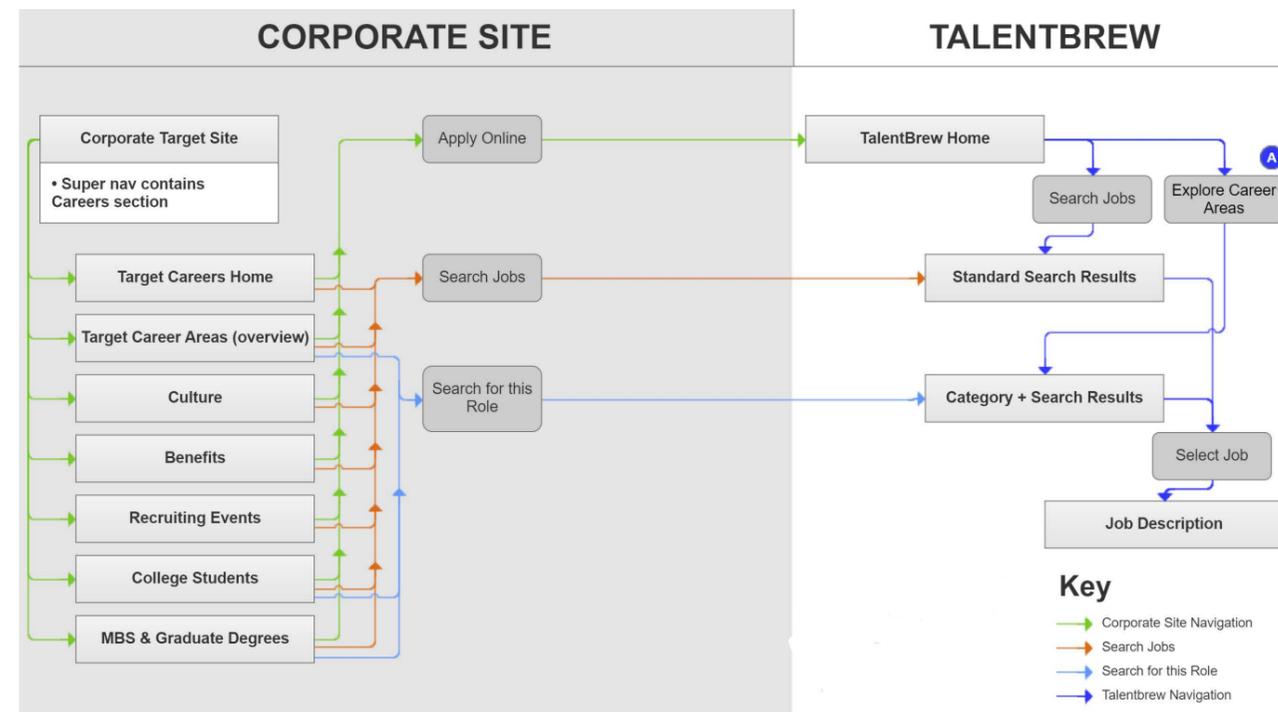
ORIGINAL



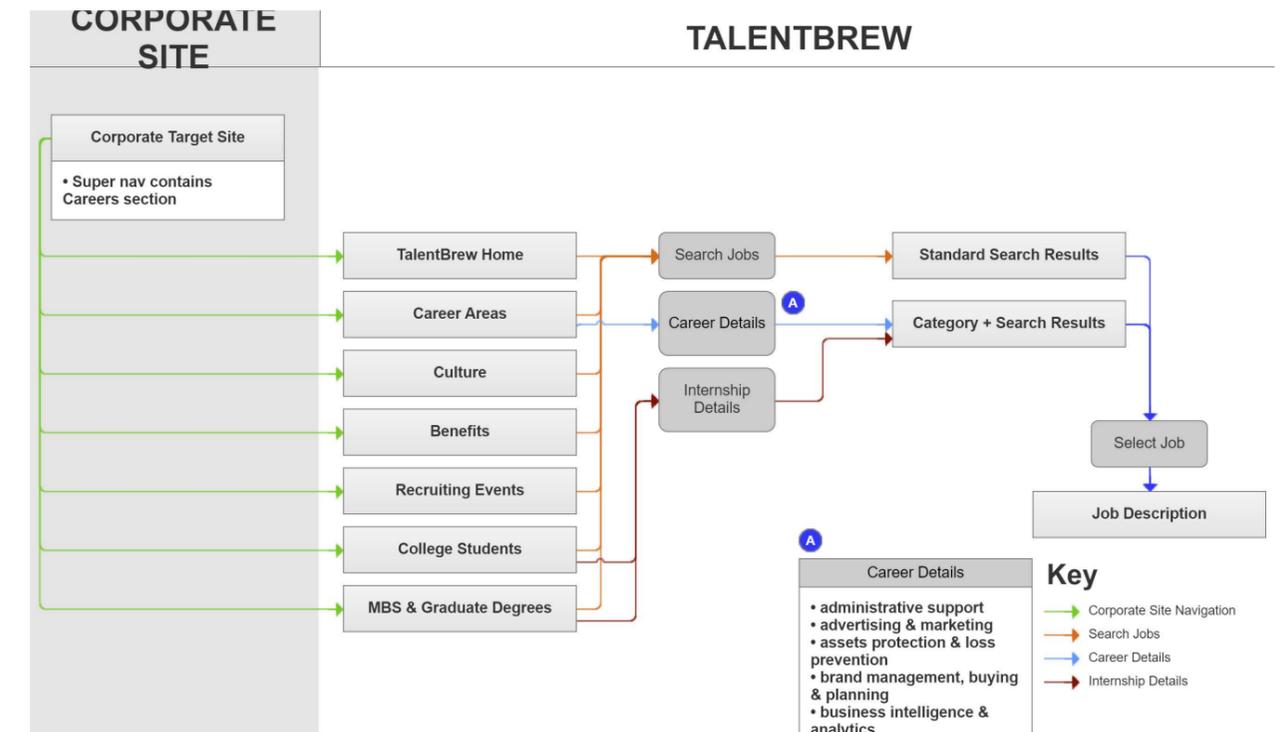
SOLUTION B



SOLUTION A



SOLUTION C

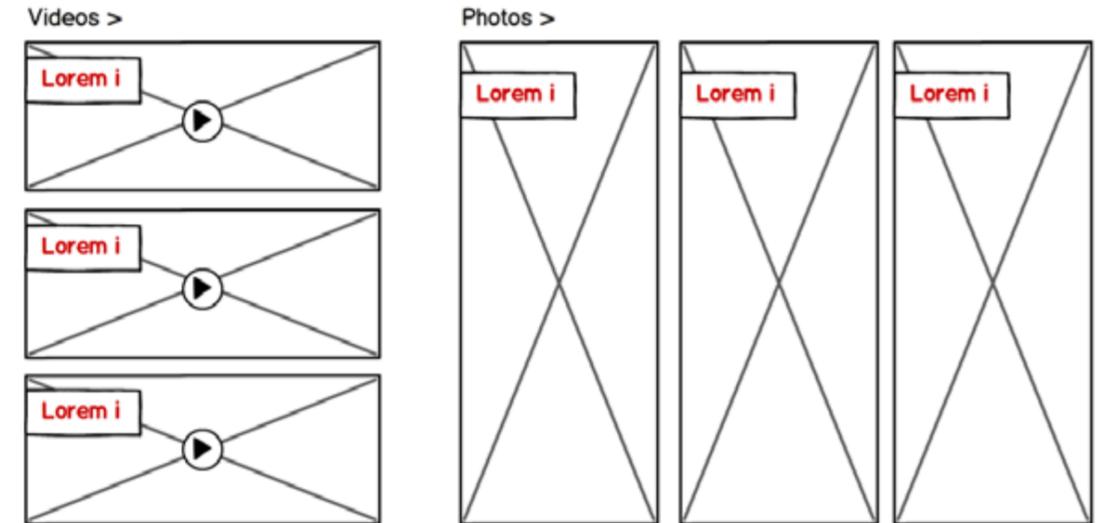
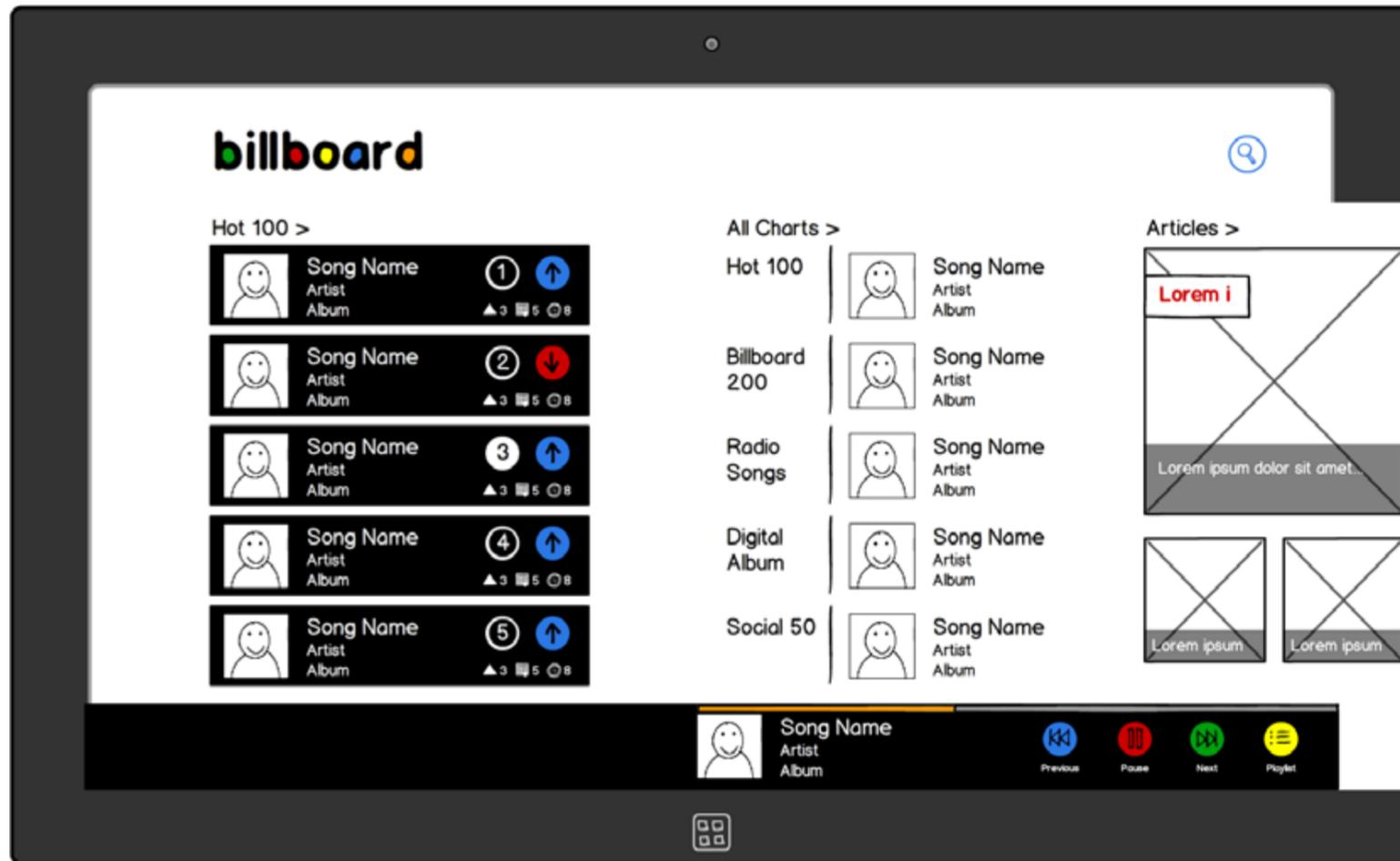
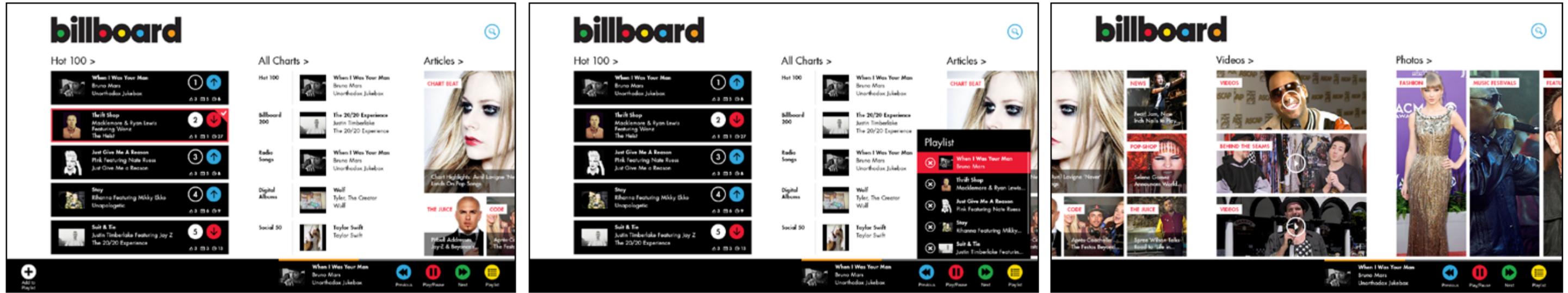


Early work on revisiting Target's Career Site and Job Site involved examining the current architecture and modeling a smoother experience for a user moving between both sites. Solution C was chosen out of the three pitches



BILLBOARD PROPOSAL (WINDOWS 8 TABLET)

Creative Lead / Wireframes / Mockups / UI/UX Design



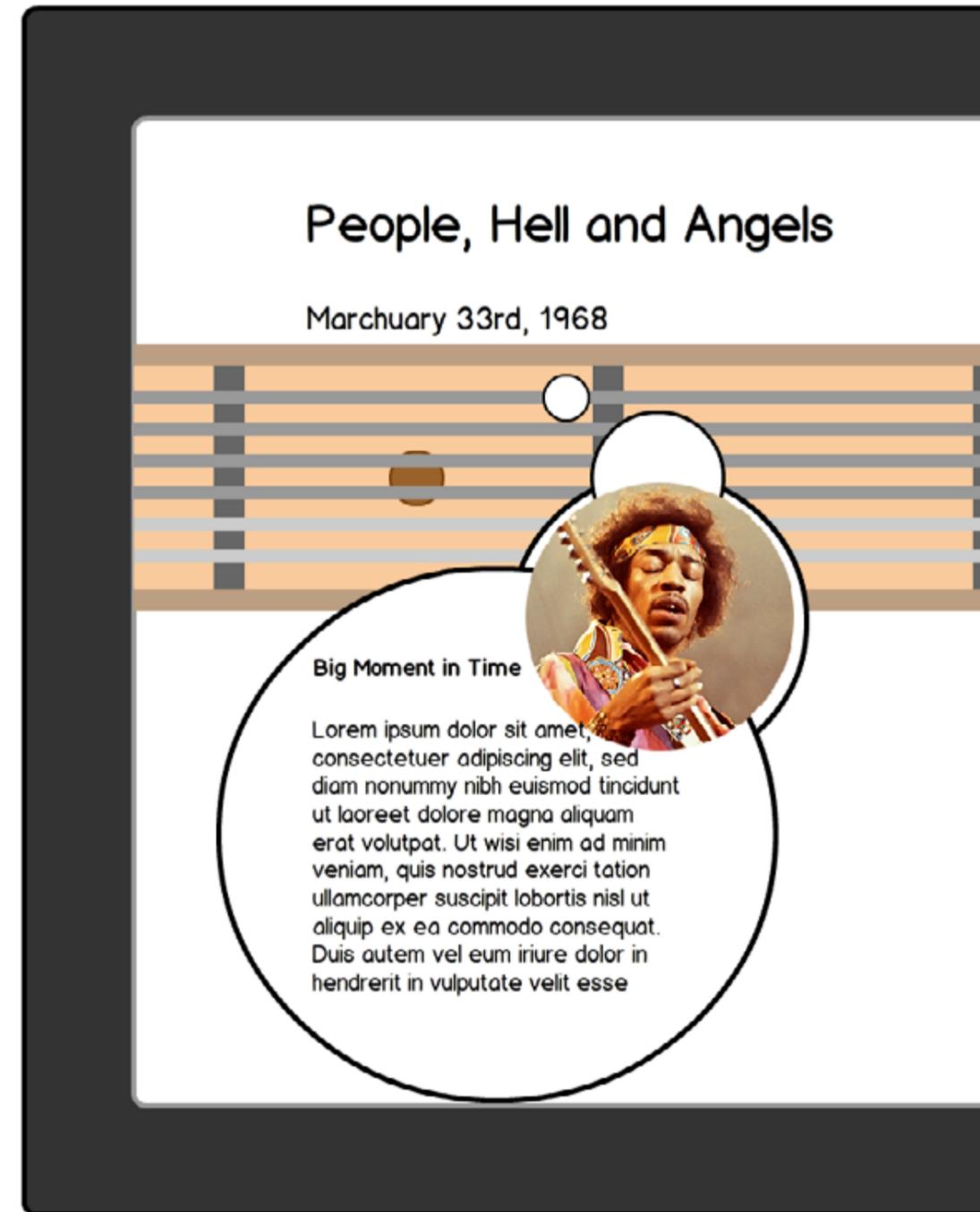
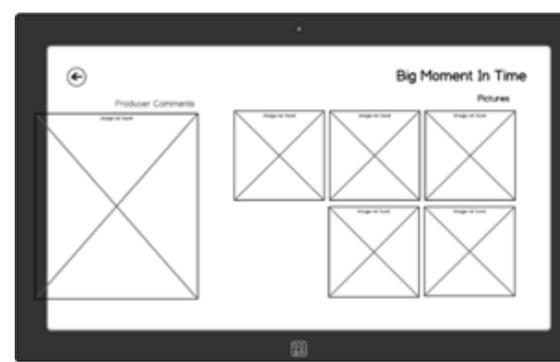
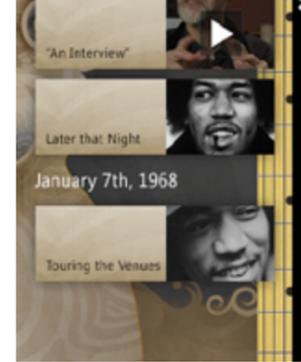
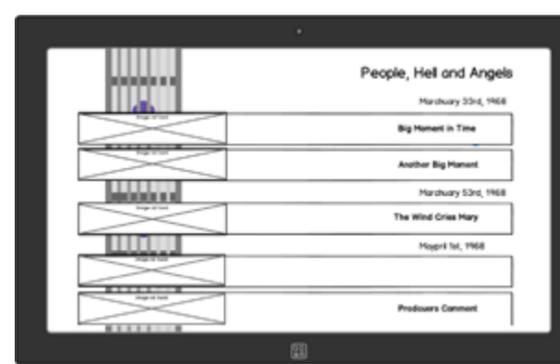
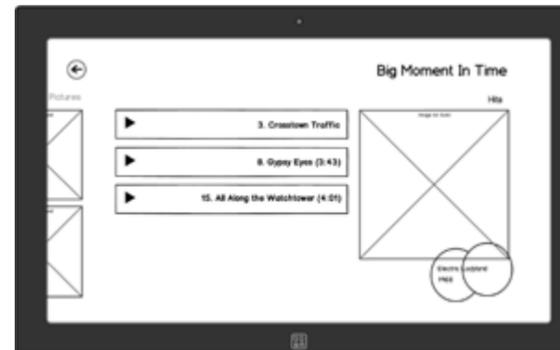
The Billboard application proposal was built on an extremely short timeline. It was built with playlist building and effortless article navigation in mind.



JIMI HENDRIX TIMELINE (WINDOWS 8 TABLET, PHONE)

Creative Lead / Wireframes / Mockups / UI/UX Design

Jimi Hendrix



The Jimi Hendrix app was an opportunity to make something with personality. It was originally designed to pan to the left, like how Jimi played his guitar.





**“Build around the sun,
and everything will fall into orbit.”**

Willy.Abeel@gmail.com

willyabeel.wixsite.com/thewillyboo

[@TheWillyboo](https://www.instagram.com/TheWillyboo)