

Will Evans

Visual Design and Strategy Lead

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I’m a visual design and strategy lead focused on scaling ecosystems and driving enterprise transformation. With over a decade of experience encompassing front-end development, brand governance, and AI-assisted workflows, I specialize in building scalable design systems and empowering multidisciplinary teams to deliver accessible, impactful experiences.

CORE COMPETENCIES

Brand Development

- Discovery, Strategy, Visual Language, Governance

Visual Design

- Concept + Production Design, Art Direction, Photography & Videography, Wireframes and Prototypes

Systems Design

- Production Workflows, Brand Guidelines, Toolkits + Templates, Onboarding Support

EDUCATION & TRAINING

- AI + Design Thinking (In progress)**
IDEO U
- Design Thinking (Certificate)**
eCornell (Cornell University Extension)
- Agile Software Development**
HealthPartners (In-house Training)
- Web Design (MNSCU Certified)**
Minneapolis College
- Graphic Design: Print Media**
Minneapolis College
- Digital Photography (Certificate)**
The Art Institute of Pittsburgh

TECHNICAL ARSENAL

HTML	CSS	JavaScript	Figma
Adobe Creative Suite		DaVinci Resolve	
CMS (WordPress/Joomla/Optimizely)			Power BI
AI Tools (Adobe/Microsoft/Google)			MS Office Suite

PROFESSIONAL TIMELINE

Senior Visual Designer American Academy of Neurology	JUL 2023 - PRESENT
Front-End Developer / Graphic Designer American Academy of Neurology	JUL 2016 - JUL 2023
Digital Content Specialist HealthPartners	JAN 2016 - JUL 2016
Digital Content Specialist Children’s Minnesota	JUN 2015 - SEP 2015
Graphic Design Intern American Academy of Neurology	FEB 2015 - JUN 2015
Graphic Design Intern American Academy of Neurology	JAN 2014 - JUN 2014