

Caroline Williams

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EXPERIENCE

Wyndham Hotels & Resorts, Parsippany, NJ

Sep 2016 – Present

Design Director, Digital Product / Senior Digital Design Manager

Lead the digital product visual design team in onboarding new brands, developing new functionality and enhancing site performance for 23 brand sites under one holistic design system

Designed and launched the new Wyndham Hotels & Resorts app for iOS and Android, combining best-in-class design with personalized experiences, low contact in-stay features, account management, gamification and more

Integrate closely with the brand, product, globalization and development teams in strategic planning and day-to-day content creation and execution

Managed the internal and agency design teams in the UX and visual design of the new Wyndham Rewards loyalty site, resulting in a 310 bps increase in conversion and 18% increase in enrollments YoY

Starwood Hotels & Resorts Worldwide, Stamford, CT

Aug 2014 – Sep 2016

Digital Design Manager / Senior Art Director

Led the desktop and mobile web digital design team to deliver exceptional guest experiences while creating and upholding brand standards for 13 global brands across multiple platforms

Developed digital design strategy for the Tribute Portfolio brand launch and Design Hotels integration

Created flexible templates for all brands, including the redesign of St. Regis, Sheraton, LeMeridien, Westin, Tribute Portfolio and Design Hotels

Latitude/The Richards Group, Dallas, TX

Nov 2013 – Jun 2014

Senior Art Director

Concepted and developed various print, promotional and experiential programs for multiple brands in the health, food and beverage and home improvement space

The Integer Group, Dallas, TX

Jun 2012 – Oct 2013

Senior Art Director

Created and managed digital and social campaigns for 7-Eleven and Slurpee

Reimagined Nasher Sculpture Center digital experience

TM Advertising, Dallas, TX

Jul 2009 – May 2012

Art Director

Concepted and produced print, broadcast and digital work for American Airlines, SuperMedia, WFAA Channel 8, Bausch + Lomb, Texas Tourism and Dallas Film Society

HONORS & AWARDS

Silver Adrian Award

2018

Wyndham Rewards Website Transformation

2018

Wyndham Rewards Member Rate Campaign

Adobe MAX Speaker

2017

Fast and Fearless: Pitching, Prototyping and Executing in the Enterprise

2016

Reinventing Your Digital Design Process with Adobe XD

2015

The New Design Workflow with Creative Cloud

Cannes Silver Lion: Promo & Activation

2013

7-Election microsite

EDUCATION

Portfolio Center, Atlanta, GA

Aug 2006 – Oct 2008

Graphic Design, graduate studies

University of Notre Dame, Notre Dame, IN

Aug 2002 – May 2006

B.A. Graphic Design

Fundación Ortega y Gasset, Toledo, Spain

Jan 2005 – Jun 2005

International study program