# Will Kettell

UI/UX Designer

willkettell@outlook.com
https://www.linkedin.com/in/will-kettell
4436172412
Rochester, New York

UI/UX and New Media Designer focused on accessibility and inclusive design. I'm constantly learning new tools, adapting to challenges, and refining interfaces to be clear, intuitive, and equitable. My goal is to create experiences that not only look good—but work well for everyone.

## Work Experience

### Student Designer
*Rochester Institute of Technology | Rochester NY*

Sep 2024 - May 2025

Senior Capstone, collaborated with a multidisciplinary team to research and develop an interactive game installation for the Strong National Museum of Play. Contributed in UI/UX design for onboarding flows and game interfaces, while supporting exhibit design that integrated physical interaction, projected visuals, and RFID-based user tracking.

### Content Manager
*Kickhouse Central PA*

Jun 2024 - Aug 2024

As a Content Manager, I oversee the planning, creation, and maintenance of digital content to ensure it aligns with organizational goals and user needs. I collaborate with cross-functional teams to develop content strategies, edit and publish materials, and maintain brand consistency across web and social platforms.

## Core Skills

**Design Skills:** Wireframing, Motion Graphics, User Experience (UX), User Interface Design, Visual Design, User Research, UIX, Web Design, Interaction Design, Design Systems, User Flows

**Accessibility Skills:** DHS Trusted Tester, WCAG 2.1 & Section 508 Compliance, Screen Reader Testing, Accessibility Design, Keyboard Navigation, Color Contrast & ARIA Labels, Accessible Prototyping, Inclusive Design Principles, ANDI, JAWS

**Software Skills:** Editing Software, Adobe Photoshop, Blender, Adobe Illustrator, Figma, Figma (Software), After Effects, Node-Based Design Systems

**Technical Skills:** HTML, Cascading Style Sheets (CSS), JavaScript, Bootstrap, Tailwind, Github, Touch Designer

## Education

### Rochester Institute of Technology

Aug 2021 - May 2025

**BFA** New Media Design

## Certificates

### Intermediate Web and Front-End Development
*IBM*

Sep 2025

### Trusted Tester Certification – Web Accessibility & Section 508 Compliance
*Department of Homeland Security*

Oct 2025