

## Bill Hylton

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### Summary

Over ten years of professional experience in web design and development, project management, team leadership and strategic planning. Proven record of aligning technical solutions with business goals. Known for delivering great customer experiences, communicating effectively, data-driven decision-making, and “seeing the big picture”.

### Technical

#### *Code and Development*

HTML, XHTML, XML, CSS, JavaScript/jQuery, PHP, Ajax, Oracle iDoc, SEO, iPhone SDK, MySQL

#### *Software*

Photoshop, Illustrator, Fireworks, Flash, ImageReady, Acrobat, PowerPoint, Keynote, Visio, FreeMind, Dreamweaver, Oracle SiteStudio, Camtasia, E-mail Marketing tools, Analytics, VPN

#### *CMS and Collaboration*

Oracle Universal Content Management (ECM), Joomla, Drupal, Wordpress, Wikis, SharePoint

### Experience

#### **UNC-Chapel Hill (ITS Web Services)**

*Interim Manager*

**Chapel Hill, NC**

July 2010 – Present

- Managed a team of designers, developers, and CMS Admins in the implementation of websites and tools using enterprise content management solution (“CarolinaContent”).
- Consulted CIO, Deputy CIO and CFO on strategic direction for Web Services team during a challenging time of transition and budget cuts.
- Managed multiple client relationships with key University units, including Ackland Museum, School of Nursing, Office of Registrar, University Relations, Office of Development, Research and Economic Development, and Finance Division.
- Development and execution of strategy to deliver consistent and unified user experience across CarolinaContent properties (federated web template set). Reduced project completion time by 40%.
- Developed features and functionality for University’s primary marketing website, www.unc.edu.
- Led UNC Webmasters, a campus web development community. Hosted workshops, presentations and roundtable discussions involving entrepreneurs, innovators, authors, developers, and trainers.

**UNC-Chapel Hill (ITS Web Services)***Senior Web Designer & Producer***Chapel Hill, NC**

Oct 2005 – July 2010

- Responsible for strategy, execution, and development of ITS and client web initiatives.
- Managed projects from initial concepts through completion, including requirements gathering, writing project proposals & plans, staffing, creative design, development, client communication.
- Played key role in establishing long-term content management strategy and defining processes necessary for University-wide ECM implementation.
- Served as developer and designer for migration of over fifteen web sites into the Oracle UCM platform, including administration, template integration, scripting, QA, and metadata structure.
- Lead designer and developer for several high-profile web sites such as Information Technology Services, Office of Finance, UNC Press, Office of Development, American Indian Center.
- Consulted clients, customers, and campus leaders on branding, design, and technology best practices.
- Skinned m.unc.edu mobile application and built iPhone app for UNC Webmasters.

**Callaway Golf Interactive***Marketing Producer***Austin, Texas**

Sept 2003 – Oct 2005

- Team leader in creative direction and execution for Callaway Golf Pre-Owned, a \$25MM golf e-commerce business, including user interface, template production, online/print advertising, search engine optimization, email marketing, and written documentation.
- Increased conversions and improved user experience on Pre-Owned site by designing and implementing search interface, evolving product detail, category, and content pages.
- Conceived, designed, and implemented card program e-commerce sites. Major UI development contributions included: account functionality, shopping cart, checkout, and promotional campaigns.
- Managed creative and strategic direction for weekly email campaigns, including designing and producing emails, monitoring campaign performance, list management, and implementation of new functionality and programs.

**Independent Consultant****Austin, Texas**

Feb 2003 – Sep 2003

*Partnered with Handwire, a software design boutique, and Aquent, a creative staffing agency*

- Designed and produced comps for global intranet redesign of Royal Dutch/Shell's HR entity, Shell People Services. Audited over 25 disparate SPS intranet sites and produced documentation, content inventory, site maps, and task/workflow diagrams. (Handwire)
- Designed and produced interface mock-ups for print publications like *The Dallas Morning News* and *Texas Monthly Magazine*. (Handwire)
- Achieved Golfsmith business goals by increasing usability, developing marketing content, and writing copy for e-commerce site. (Aquent)
- Produced Golfsmith e-mail campaigns for e-commerce and clubmaker businesses. (Aquent)

## **Works**

*Web Designer/Producer*

**Austin, Texas**

Nov 1999 – Nov 2002

- Teamed with Product Managers to define project and end-user goals, resulting in business objective wins and improved ease-of-use for web-based financial application.
- Translated business requirements into task workflows, sitemap diagrams, mock-ups, prototypes, visual designs, UI specifications.
- Created interface prototypes for key partner initiatives, including co-branded designs for Dell.
- Evolved core application by serving as lead visual designer for major release.
- Managed team effort to create a robust, context-sensitive Help system.
- Redesigned Works.com site and produced marketing collateral.

*(Works was acquired by Bank of America in 2005)*

## **Host Communications**

*Web Designer*

**Lexington, Kentucky**

Feb 1999 – Nov 1999

- Designed, developed, and maintained sports-related sites for nation's premier sports marketing company (clients include NCAA, NBC, SEC, Rawlings).
- Lead designer and developer for company's flagship web sites.
- Consulted The University of Texas, Big 12 Conference, and The Breeder's Cup to develop road maps for their online initiatives.
- Established Host spin-off iHigh.com by locating company headquarters, producing Flash promotional piece, and writing web content.

## **Education**

University of Kentucky, 1998

B.A. Integrated Strategic Communications (advertising, journalism, new media)

## **Additional Experience & Awards**

- Educause Conference and Management Workshop (2011)
- "Bud-to-Boss" Leadership Workshop (2010)
- Completed two Oracle University courses on Stellent Administration (2008)
- Completed Flash Development course at NC State (2008)
- Earned three "On the Spot" awards at UNC-Chapel Hill (2005-2007)
- Received "Golden Chevron" award for excellence at Callaway Golf (2005)
- South By Southwest: Volunteered, attended panels, workshops (2000-2008)
- Program Director: Managed team of 45 DJs at student-run radio (1997-1998)

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