

WILLIAM PAK

UI/UX Designer | Web Designer

SUMMARY

Creative designer passionate about UI/UX design with a background in architecture, and practical applications of design principles. This foundational knowledge, combined with hands-on experience building websites for small businesses, has fueled a career transition into UI/UX, with a commitment to continuous learning and development in the field.

EXPERIENCE

Owner and Web Designer

Web Palette Media, LLC

May 2024—Present

Charlotte, NC

- Builds and scales a web design agency, specializing in custom websites, UI/UX design, CMS integration, and SEO optimization, leveraging Figma, Webflow, Adobe Suite, and a network of creative professionals.
- Conducts user research and analyzes design trends to guide UI/UX solutions for clients, applying data-driven insights to create unique and engaging websites.
- Partners with diverse clients to understand their needs and deliver measurable results, driving lifetime business growth.

Manager

Golden Cow Creamery

April 2024—Present

Charlotte, NC

- Manages the Uptown store of Golden Cow Creamery independently, ensuring smooth operations through cash flow oversight, store upkeep, and high-level communication across customers, employees, and the owner.

Landscape Designer

Pond & Company

September 2023—March 2024

Charlotte, NC

- Designed compelling visual graphics, including renderings, infographics, and public engagement materials, to effectively communicate park design concepts to stakeholders and clients.
- Created precise construction documents and site plans using AutoCAD and GIS, ensuring compliance with project requirements and client specifications.

CERTIFICATES

Google UX Design Professional Certificate

Google Career Certificates

November 2025

- Completed 7 courses to obtain the Google professional certificate.

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SKILLS

Figma
Illustrator
Photoshop
WebFlow
Blender
Visual Design
Interaction Design
Usability Testing
User Research
Business Management

AWARDS

Excellence in Urbanism (2023)

Awarded by UNC Charlotte
School of Architecture

MBMA Finalist (2022)

Architecture Competition
hosted by the Metal Building
Manufacturers Association

EDUCATION

Bachelor's of Arts in Architecture (2019-2023)

University of North Carolina
at Charlotte