

Liam Willey

Senior User Experience & Product Designer


7+ years of experience across startup and enterprise environments, blending philosophy, curiosity, and practical leadership to create clear, empathetic, and scalable solutions that bring structure to complexity and elevate user outcomes.

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EXPERIENCE

UX Designer

Apr 2024 – Dec 2024

USI Insurance Services (via Experis) | Remote

USI is a top ten national insurance brokerage with over 10,000 employees, serving millions of policyholders through enterprise scale platforms and data driven strategy.

- Increased client acquisition and retention by ~30% by redesigning legacy sales platform, linearizing quoting flows, removing misleading affordances, and standardizing navigation and interaction patterns to align with user mental models.
- Reduced design-related defects by resolving roughly ~70% of issues before release through close collaboration with QA and product teams and implementing design reviews and cross-team validation practices.
- Minimized time lost to manual steps by enabling sales teams to reclaim up to 10 hours per week through rebuilding key user paths, streamlining complex workflows, and reducing navigation friction points.
- Improved cross-functional alignment and operational consistency by developing scalable information architecture, documentation, and unified guidelines, establishing shared standards adopted across B2B sales flows and digital touchpoints company-wide.

UX Designer

Nov 2022 – Nov 2023

Google (via Zenith Talent) | Mountain View, CA

Google is a global technology company known for search, AI, and products used by billions.

- Increased survey participation by 43% and completion rates by 80% by redesigning Qualtrics surveys, simplifying question logic and visual hierarchy to accelerate responses and improve data quality.
- Drove a 28% increase in partner upload completion by leading UX improvements for B2B partner tooling, reducing steps, clarifying requirements, and aligning workflows to partner mental models.
- Improved partner decision making by designing real-time alerting for the Android Firmware Analysis Portal (AFAP), enabling faster build assessments

SKILLS

Leadership & Collaboration

- Stakeholder alignment
- Design strategy facilitation
- Product partnership
- Roadmap influence
- Consensus building
- Adaptive communication

Design

- Systems thinking
- Information architecture
- Design systems
- Workflow design
- Insight synthesis
- Data strategy

Research

- Usability testing
- User interviews
- User modeling
- Data analysis
- Trend analysis

Tools

- Figma
- Figjam

through clearer status visibility and scan history workflows.

- Informed near-term product roadmap decisions by leading qualitative interviews with external partners and internal stakeholders, synthesizing insights into actionable themes and unmet needs.

Product Designer

Mar 2022 – Nov 2022

Renovation Exchange | Remote

Renovation Exchange is an early-stage property-tech startup building AI-powered software to streamline renovation lending by connecting lenders, contractors, and homeowners through standardized estimates, documentation, and loan workflows.

- Increased user satisfaction by 50% by leading a full product redesign, simplifying core financing workflows and refining interface patterns to deliver a smoother, more intuitive end-to-end experience.
- Improved product decision making by synthesizing user research, pain point analysis, and behavioral insights into clear design direction, aligning stakeholders around validated user needs.
- Enabled scalable MVP delivery by establishing brand guidelines and a Material Design-based UI system, defining reusable patterns that supported rapid iteration and future feature growth.
- Informed roadmap prioritization by translating AI-generated contractor estimates into standardized lender-ready components, clarifying opportunities for automation, accuracy, and faster approvals.

UX Designer

Mar 2021 – Mar 2022

Apple (via Aumkaara Inc.) | Remote

Apple is a global technology company known for its innovation hardware, software, and integrated ecosystem.

- Strengthened workflow efficiency and decision clarity by leading UX design for an internal machine learning application, translating complex ML outputs into structured task flows and UI patterns that supported faster, more confident execution.
- Improved product quality and adoption by conducting 10+ usability tests and stakeholder interviews with cross-functional teams, validating design decisions and shaping feature prioritization based on real usage constraints and feedback.
- Enabled scalable implementation by defining interaction patterns and design specifications for engineering handoff, reducing ambiguity and supporting consistent adoption across internal tools.

- Qualtrics
- Jira
- Google Analytics

EDUCATION

General Assembly

Full Immersive UX/UI
Design Certificate

Actualize

Full-Stack Bootcamp
Certificate

San Jose State University

Philosophy Studies,
Coursework Completed

Lead UX Designer

Jul 2020 – Mar 2021

OrderHere | Remote

OrderHere builds QR code-based ordering and payment software that helps restaurants streamline operations and deliver faster, contactless dining experiences.

- Improved first-time user adoption by leading end-to-end UX design for mobile ordering, onboarding, and branded business profile experiences, simplifying setup and reducing friction for restaurants, bars, and golf courses during COVID-era contactless dining.
- Increased promotional item visibility and sales by designing flexible admin tools and weekly specials workflows, reducing time to launch promotions by nearly half through reusable, validated configurations.

UX Designer

Mar 2019 – Jul 2020

InSight Labs | San Jose, CA

InSight Labs builds spectroscopy-based technology that enables food processors to measure quality parameters faster through a unified handheld device, mobile app, and management dashboard.

- Improved operational efficiency by leading UX and UI design for a spectroscopy-based handheld device, mobile application, and management dashboard, consolidating over ten manual testing processes into a single workflow for food processors and testers.
- Strengthened data-driven decision making by conducting user research and usability testing and aligning design decisions across 5–10+ client stakeholders including plant operators and leadership, translating complex measurement requirements into clear, actionable insights for management teams.

UX Designer

Mar 2018 – Mar 2019

Rebel App | Remote

Rebel App builds a fan-driven platform that helps artists identify demand, fund shows, and choose tour locations through refundable fan deposits and location-based voting.

- Clarified product positioning by leading UX and UI design for a fan-driven mobile platform, translating artist demand signals and refundable deposit flows into an intuitive experience across iOS and Android MVPs.
- Advanced MVP-to-launch execution by designing core mobile workflows, future-state features, and technical requirements, aligning artists, venues, and stakeholders around a shared roadmap and launch-ready product vision.