

LIAM WILLEY

User Experience & Product Designer

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Summary

I'm a User Experience Designer with 7+ years of experience driven by a deep curiosity about people and the many ways they navigate the world. I believe there's rarely a single right way to solve a problem. Great design lives in the tension between creativity, empathy, and clarity. My approach blends thoughtful research with data-informed decisions to create solutions that honor both user needs and stakeholder goals. I bring structure to ambiguity, always advocating for purposeful, intuitive experiences.

Experience

User Experience Designer

USI Insurance Services (via Experis)

Remote

04/2024 - 12/2024

- Upgraded legacy sales tools and launched new designs, increasing client acquisition and retention by ~30%.
- Streamlined workflows and navigation, saving users up to ~10 hours per week.
- Developed scalable IA and documentation to support B2B sales flows and enhance cross-functional collaboration.
- Established a unified documentation and handoff system to align design, engineering, and business around B2B feature delivery.
- Collaborated with QA and product teams to resolve ~70% of design issues pre-release.

User Experience Designer

Google (via Crowdstaffing)

Mountain View, CA (Hybrid)

11/2022 - 11/2023

- Led design enhancements for partner-facing B2B tools, increasing upload completion rates by 28%.
- Redesigned Qualtrics user surveys to improve clarity and ease, boosting completion rates by 80% and data quality.
- Led qualitative interviews with partners and stakeholders to uncover needs and shape product roadmap priorities.
- Translated engineering insights into UX improvements, accelerating product launch timelines by ~10 days.

Product Designer

Renovation Exchange

Remote

03/2022 - 11/2022

- Executed a full redesign of an existing application, increasing user satisfaction by 50%.
- Created user personas and pain point analyses to guide data-informed design decisions.
- Established brand guidelines and UI styles using Material Design for consistent MVP and feature delivery.
- Conducted surveys and interviews to uncover user needs and inform product roadmaps.

Experience

User Experience Designer

Apple (via Aumkaara Inc)

Remote

04/2021 - 03/2022

- Led design and delivered research, IA, and UI for a machine learning app adopted across Apple teams to streamline complex workflows and boost task efficiency.
- Conducted usability testing and stakeholder interviews to validate solutions and prioritize features.

User Experience Designer

OrderHere

Remote

07/2020 - 04/2021

- Designed and led UX for a B2B2C, subscription-based app enabling contactless restaurant ordering via QR code.
- Collaborated with business partners on POS integrations to align platform functionality with operational needs.

User Experience Designer

InSight Labs

San Jose, CA

03/2019 - 07/2020

- Designed companion app for a handheld food sensor, enabling real-time analysis and streamlined decision-making for international food producers.

User Experience Designer

Rebel App

Remote

03/2018 - 03/2019

- Artists set show funding goals and fans vote on locations with refundable deposits. If demand is met, tickets are issued; if not, deposits are refunded.

Skills

UX & UI Design • Product Design • Interaction Design • Prototyping • User Interviews • User Survey • Usability Testing • Qualitative Analysis • Information Architecture • Communication • QA Testing • Figma • Sketch • Invision • Adobe CC

Education

Graduation Certificate in User Experience and Interface Design, Immersive – General Assembly

Graduation Certificate in Full-Stack Development – Actualize

References available upon request