

Liam Willey

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.

EXPERIENCE

UX Designer

USI Insurance Services (via Experis) | Remote

Apr. 2024 – Dec. 2024

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 upgrading legacy sales tools and launching a modernized design system, improving end-to-end user clarity and accelerating quoting flows across the platform.
- Streamlined complex workflows and navigation by rebuilding key user paths and reducing friction points, enabling sales teams to reclaim up to 10 hours per week previously lost to manual steps.
- 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.
- Reduced design-related defects by collaborating closely with QA and product teams, implementing design reviews and cross-team validation practices that resolved roughly 70% of issues before release.

UX Designer

Google (via Zenith Talent) | Mountain View, CA

Nov. 2022 – Nov. 2023

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

- Improved partner decision making by designing real-time alerting for the Android Firmware Analysis Portal (AFAP), enabling faster build assessments through clearer status visibility and scan history workflows.
- 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.
- Increased survey completion rates and data quality by redesigning Qualtrics surveys, simplifying question logic and visual hierarchy to make responses faster

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SKILLS

Design

- Systems Thinking
- Information Architecture
- Design Systems
- Workflow Design
- Insight Synthesis
- Data Strategy
- Decision Facilitation
- Adaptive Communication

Research

- Usability Testing
- User Interviews
- User Modeling
- Data Analysis
- Trend Analysis

Tools

- Figma
- Figjam
- Qualtrics
- Jira
- Google Analytics

and clearer.

- 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

Renovation Exchange | Remote

Mar. 2022 – Nov. 2022

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

Apple (via Aumkaara Inc.) | Remote

Mar. 2021 – Mar. 2022

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

- Increased workflow efficiency across multiple Apple teams by leading UX design for an internal machine-learning application, translating complex ML outputs into clear task flows, information architecture, and UI patterns that reduced cognitive load and improved task completion speed.
- Improved product quality and adoption by conducting usability testing 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.

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

OrderHere | Remote

Jul. 2020 – Mar. 2021

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, enabling businesses to easily customize menus and profile pages while validating usability through iterative testing and stakeholder feedback.

UX Designer

InSight Labs | San Jose, CA

Mar. 2019 – Jul. 2020

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, usability testing, and stakeholder collaboration with plant operators and leadership, translating complex measurement requirements into clear, actionable insights for management teams.

UX Designer

Rebel App | Remote

Mar. 2018 – Mar. 2019

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.