

# Liam Willey

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## Profile

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User Experience Designer with a focus on creating purposeful experiences through design. References available upon request.

## Experience

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### Product Designer

KUB Systems | Remote | March 2022 - Present

A&M Appraisal Associates, Inc.

- Executed complete design overhaul of existing application, usability, and experience
- Flushed out user personas, stakeholder requirements, user needs, and user pain points
- Illustrated the roadmap for future user journey and features to be added
- Responsible for creating and maintaining end-to-end pixel perfect designs

### User Experience Designer, Contractor

Apple Inc | Remote | August 2021 - March 2022

- Led experience and interface design on internal applications
- Built design library, identified user persona, user needs, goals and pain points
- Responsible for user research, information architecture, and visual design
- Collaborated with org managers and directors to define org requirements and road map
- Coordinated with development to achieve feasible designs, dataflow, and data structure

### Copywriter

Pet Food Express | Oakland, CA and Remote | March 2021 - August 2021

- Owned copy for homepage, brand pages, in-store signage, and digital ads
- Researched and composed blogs for community outreach and increased SEO
- Wrote sales emails and contributed to A/B testing of email audience
- Developed topic ideas inline with brand identity for community outreach

### User Experience Designer

KUB Systems | Remote | November 2020 - April 2021

- Led design and marketing to maximize conversion rates and minimize bounce rate
- Coordinated with founder to identify user persona, needs, and competitive pain points
- Responsible for user research, information architecture, and visual design
- Collaborated with founder to help define business requirements and road map

### Lead User Experience Designer

Order Here | Washington D.C. | July 2020 - November 2020

- Critiqued and tailored existing designs to be consistent with brand identity
- Developed user flows and information architecture for MVP and improved SEO
- Drove first time user experience and customer success management

### Lead User Experience Designer

InSight Labs | San Jose | February 2019 - June 2020

- Coordinated with chief officers to design and launch successful beta MVP
- Created assets for in house documentation, pitch decks, and digital marketing materials

### User Experience Designer

Rebel App Inc. | San Francisco, CA | March 2018 - February 2019

- Charged with end-to-end user experience and interface design

## Skills

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UX Design  
UI Design  
Sketch  
Figma  
Copywriting  
Prototyping  
Persona Creation  
Usability Testing  
User Flows  
Iteration  
Research  
Design Thinking  
Affinity Mapping  
Wireframing  
Feature Prioritization  
Google Analytics  
Information Architecture  
Interaction Design  
Mobile Design  
Responsive Web Design  
Mockups  
Marketing  
Adobe XD  
Adobe PS  
Bootstrap  
Sales  
Communication  
HTML  
CSS

## Education

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### General Assembly

User Experience Design Immersive |  
Nov 2017 - Feb 2018

### Actualize

Full-Stack Web Developer | 2016

## Other Events

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### EdTech Hackathon

Participated on a team representing thewhether.com. The client implemented our solution immediately post event.