Liam Willey

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Profile

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

Experience

User Experience Designer, Contractor
Google LLC | Hybrid | November 2022 - November 2023
- Collaborated in cross-functional environments to build successful prototypes and MVPs
- Conducted user research surveys, partner interviews, and synthesized results
- Redesigned and maintained features for partner-facing applications and tools
- Collaborated constructively on team projects providing input and recommendations
- Built out critical user journey documentation and road maps for future iterations

Product Designer
Renovation Exchange | Remote | March 2022 - September 2022
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
- Conducted user testing and interviews to confirm design decisions
- 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
- Responsible for website copy, brand pages, in-store signage, digital ads, and A/B testing
- Researched and composed blogs for community outreach and increased SEO

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

Lead User Experience Designer
Order Here | Washington D.C. | July 2020 - November 2020
- 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
- Responsible for all design assets, end-to-end experience, all research, and exploration

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

Skills

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

General Assembly
User Experience Design Immersive | Nov 2017 - Feb 2018

Actualize
Full-Stack Web Developer | 2016

Other Events

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