Liam Willey

User Experience Designer leveraging 7 years of experience in B2B and B2C companies to craft intuitive and impactful solutions through purposeful experiences and data-driven decisions.

Portfolio

theliamwilley.com

Email

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User Experience Designer at USI Inc. • Apr - Dec 2024

- Led the design and implementation of industry-leading sales tools, boosting client acquisition and retention rates by 34%
- Redesigned client-facing presentation tools, reducing preparation time by 8-10 hours per week.
- Built robust information architecture for both new and redesigned products, improving navigability by 23%.
- Introduced feature documentation standards to enhance cross-functional collaboration and reduce miscommunications.
- Conducted QA analysis for sprint-based releases, identifying and resolving 70% of design-related issues pre-launch.

User Experience Designer at Google • Nov 2022 - Nov 2023

- Designed and maintained features for partner-facing applications, increasing upload completion rates by 28%.
- Updated the delivery methods for user surveys, increasing survey completion rates by 80%.
- Conducted comprehensive user research surveys and partner interviews, synthesizing insights to inform product roadmaps.
- Collaborated with engineering teams to deliver high-fidelity prototypes and MVPs, reducing time-to-market by 1.5 weeks.
- Developed user journey documentation that streamlined onboarding processes, improving efficiency by 10%.

Product Designer at Renovation Exchange • Mar - Oct 2022

- Executed a full design overhaul of an existing application, resulting in a 50% increase in user satisfaction ratings.
- Developed user personas, stakeholder requirements, and pain point analyses to drive data-informed design decisions.
- Defined brand guidelines and styles to maintain design consistency in pixel-perfect design deliverables in feature rollouts.
- Led comprehensive user research survey and interviews, synthesizing insights to inform product roadmaps.

User Experience Designer at Apple • Mar 2021 - Mar 2022

- Led the design of internal applications, improving task completion times by 24%.
- Conducted usability testing and stakeholder interviews to validate design solutions and prioritize features.
- Delivered end-to-end user research, information architecture, and interface designs for cross-functional adoption.
- Collaborated with organizational leadership to align design strategies with broader business objectives.

References and additional roles available upon request.

Skills

UX Design	User Research
UI Design	Usability Testing
Design Thinking	QA Testing
Persona Developing	Info Architecture
Interaction Design	Presentations
Design Strategy	Communication

Software

Figma	Sketch
Loom	ChatGPT
Adobe XD	Adobe PS
G Suite	Microsoft 365

Education

Certificate in User Experience and Interface Design
General Assembly, 2018

Certificate in Full-Stack Development
Actualize, 2016

Additional Highlights

Adobe x GA Creative Jam
Singapore, 2019
Create thriving neighborhoods in Singapore. Collaboration between designers and innovators to develop mobile app prototypes aimed at enhancing life in Singapore's neighborhoods.

EdTech Hackathon
San Francisco, CA 2018
Collaborated to design and deliver a successful solution for theweather.com, implemented by the client post-event to drive greater user engagement.