

SUMMARY

Hello, my name is Will. I am an experienced designer with over ten years of industry experience. My passion lies in creating effective solutions to solve both business and customer problems. I have worked with teams in the US and NZ, ranging from scrappy startups to large enterprise businesses. I am a strong believer in collaborative problem-solving and am confident that we can create outstanding work together.

EXPERIENCE

Xero Product Design Manager

Wellington, NZ; 2020–present

At Xero, I serve as a Product Design manager, assisting my design team to grow and develop through design critique, mentorship, and coaching. Additionally, I help define product strategy, plan out roadmaps, and drive end-to-end product experiences. I work closely with Product leaders to ensure the Product vision is realised over time.

DocuSign Senior Product Designer

San Francisco, CA; 2016–2020

Designed storyboards, wireframes, user flows, interactive prototypes for web and mobile. Contribute new patterns to design system to maintain scalable design across the product ecosystem. Partner with product management, engineering, user research to define product direction. Help facilitate cross-functional, collaborative workshops to ideate, gather feedback or build consensus. Mentor and manage design interns/grads.

Blackboard Designer

San Francisco, CA; 2011–2016

Created marketing collateral for both print and web. I designed UX & UI for multiple mobile applications. I designed and did frontend development for all responsive web content. I worked in a cross-functional environment and on the core LMS product. I also designed mobile experiences for assessments and designed help and support sites.

GiftCast Designer

San Francisco, CA; 2010-2011

- Worked on conceptual and branding for Gift Cast company
- Worked with developers and art directors
- Translated client input into design to reach the target audience

Freelance Designer Self-employed

San Francisco, CA; 2009-2010

- Worked with multiple clients on a freelance basis to design logos, websites, and marketing materials.
- Developed creative concepts and produced design assets using Adobe Creative Suite.
- Collaborated with clients to understand their design needs and provided creative solutions to meet their requirements.
- Achieved a 100% client satisfaction rate and received several referrals and repeat business.

SKILLS

Visual design	Interaction Design	Facilitation
Prototyping	Talent Development	Strategic thinking
User Research	Project Management	Mentoring

EDUCATION

Academy of Art University Bachelors of fine art

San Francisco, CA; 2011–2016

encompassing web design and development with a background in graphic design, typography, type design, digital audio, 3D/motion graphics and photography, additional training in traditional forms of art such as book binding, sketching and printmaking.

REFERENCES

Available on request

CONTACT

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