# EMMA WILLIAMS

## Senior UX Designer & Design Strategist

✉️ emma.williams@email.com | 📱 (555) 345-6789  
🌐 Portfolio: emmawilliams.design | 💼 LinkedIn: /in/emmawilliams  
📍 Los Angeles, CA 90210

## 🎨 CREATIVE PHILOSOPHY

*“Design is not just what it looks like and feels like. Design is how it works.”*

Passionate UX designer with 6 years of experience creating human-centered digital experiences that drive business results. Specialized in design systems, user research, and cross-platform design solutions. Committed to inclusive design practices and accessibility standards.

## 🛠️ DESIGN EXPERTISE

**UX/UI Design:** User Research, Information Architecture, Wireframing, Prototyping, Usability Testing  
**Design Tools:** Figma, Sketch, Adobe Creative Suite, InVision, Principle, Framer, Miro  
**Research Methods:** User Interviews, Surveys, A/B Testing, Card Sorting, Journey Mapping  
**Technical Skills:** HTML/CSS, JavaScript (Basic), React (Basic), Design Systems, Accessibility (WCAG)  
**Collaboration:** Agile/Scrum, Design Sprints, Stakeholder Management, Cross-functional Teams

## 💼 PROFESSIONAL EXPERIENCE

### **Senior UX Designer**

**Spotify** | Los Angeles, CA  
*March 2022 - Present*

*Leading design for music discovery and personalization features* - 🎵 Redesigned music discovery flow, increasing user engagement by 35% and daily active users by 1.2M - 🔍 Conducted extensive user research with 500+ participants across 12 countries - 🎨 Established design system components used by 15+ product teams globally - 📊 Collaborated with data science team to implement ML-driven personalization features - 🏆 Led accessibility initiative achieving WCAG 2.1 AA compliance across all mobile platforms - 👥 Mentored 3 junior designers and facilitated weekly design critique sessions

**Key Projects:** - **Discover Weekly Redesign:** Improved click-through rate by 28% - **Voice UI for Car Mode:** Launched hands-free music control for 5M+ drivers - **Accessibility Overhaul:** Implemented screen reader support and high contrast modes

### **UX Designer**

**Airbnb** | San Francisco, CA  
*June 2020 - February 2022*

*Focused on host experience and booking optimization* - 🏠 Designed host onboarding experience reducing time-to-first-booking by 40% - 📱 Led mobile-first redesign of property listing creation flow - 🧪 Conducted 50+ usability tests and A/B experiments with measurable impact - 🌍 Collaborated with international teams to ensure cultural sensitivity in design - 📈 Contributed to 15% increase in host retention through improved dashboard design

**Key Projects:** - **Smart Pricing Tool:** Helped hosts optimize pricing with 92% adoption rate - **Instant Book Redesign:** Increased instant bookings by 22% - **Host Mobile App:** Launched comprehensive mobile experience for property management

### **Product Designer**

**Uber** | San Francisco, CA  
*August 2018 - May 2020*

*Designed rider and driver experiences for core transportation platform* - 🚗 Redesigned ride booking flow reducing abandonment rate by 18% - 👨‍💼 Created driver earnings dashboard improving driver satisfaction scores by 25% - 🗺️ Collaborated with maps team to enhance pickup location accuracy - 🔄 Implemented design system reducing design-to-development handoff time by 50% - 🌟 Led initiative to improve app ratings from 3.2 to 4.1 stars in app stores

**Key Projects:** - **Upfront Pricing:** Transparent pricing display increasing booking conversion - **Driver Destination Mode:** Feature allowing drivers to earn while commuting - **Accessibility Features:** Voice-guided navigation for visually impaired users

### **Junior UX Designer**

**IDEO** | Palo Alto, CA  
*January 2018 - July 2018*

*Design consultancy focusing on human-centered innovation* - 🏥 Designed digital health platform for major healthcare provider - 🎓 Created educational app prototype for K-12 learning enhancement - 🔬 Participated in design research for Fortune 500 client projects - 🎨 Contributed to IDEO’s internal design system and methodology documentation

## 🎓 EDUCATION

**Master of Fine Arts in Interaction Design**  
*Art Center College of Design* | Pasadena, CA  
*September 2016 - December 2017* - **Thesis:** “Designing for Digital Wellness: Reducing Technology Addiction Through Mindful UX” - **GPA:** 3.9/4.0 - **Awards:** Outstanding Graduate Student, Interaction Design Department

**Bachelor of Arts in Graphic Design**  
*University of California, Los Angeles* | Los Angeles, CA  
*September 2012 - June 2016* - **Minor:** Psychology - **Cum Laude** - **Activities:** Design Club President, UCLA Design/Media Arts Showcase

## 🏆 AWARDS & RECOGNITION

* **🥇 UX Design Awards 2023:** Gold Medal for “Spotify Discovery Redesign”
* **🌟 Webby Awards 2022:** Honoree for “Best User Experience - Music & Audio”
* **🎨 Adobe Design Achievement Awards 2021:** Finalist in “Experience Design”
* **📱 Apple Design Awards 2020:** Recognition for “Innovative Interface Design”
* **🏅 IXDA Interaction Awards 2019:** Winner for “Best Student Project”

## 📚 PUBLICATIONS & SPEAKING

**Articles & Publications:** - “The Future of Voice UI in Music Streaming” - *UX Magazine* (2023) - “Designing for Accessibility: Beyond Compliance” - *A List Apart* (2022) - “Building Design Systems at Scale” - *Smashing Magazine* (2021)

**Speaking Engagements:** - **Keynote:** “Inclusive Design in the Age of AI” - UX Week 2023 - **Panel:** “The Evolution of Music UX” - SXSW Interactive 2023 - **Workshop:** “Advanced Prototyping Techniques” - Design+Research 2022 - **Talk:** “From Research to Impact” - Ladies that UX Los Angeles 2021

## 🎨 PORTFOLIO HIGHLIGHTS

**🎵 Spotify Music Discovery Redesign**  
*Role: Lead UX Designer | Timeline: 6 months*  
Comprehensive redesign of music discovery features resulting in 35% increase in user engagement.  
**View Case Study:** emmawilliams.design/spotify-discovery

**🏠 Airbnb Host Onboarding Experience**  
*Role: UX Designer | Timeline: 4 months*  
Streamlined onboarding process reducing time-to-first-booking by 40%.  
**View Case Study:** emmawilliams.design/airbnb-onboarding

**🚗 Uber Driver Earnings Dashboard**  
*Role: Product Designer | Timeline: 3 months*  
Data visualization dashboard improving driver satisfaction and retention.  
**View Case Study:** emmawilliams.design/uber-earnings

**🏥 Healthcare Digital Platform (IDEO)**  
*Role: Junior UX Designer | Timeline: 8 weeks*  
Patient-centered digital health platform for major healthcare provider.  
**View Case Study:** emmawilliams.design/healthcare-platform

## 🛠️ TECHNICAL PROFICIENCIES

**Design Tools (Expert Level):** - Figma, Sketch, Adobe XD, InVision, Principle, Framer - Adobe Creative Suite (Photoshop, Illustrator, After Effects) - Miro, Mural, Whimsical

**Research & Testing:** - UserTesting, Maze, Hotjar, Google Analytics - Survey tools (Typeform, Google Forms) - A/B testing platforms (Optimizely, VWO)

**Development Understanding:** - HTML5, CSS3, JavaScript (Basic) - React, Vue.js (Basic understanding) - Git version control, Zeplin, Abstract

## 🌍 VOLUNTEER WORK & COMMUNITY

**Design Mentor**  
*ADPList & MentorCruise* | *2021 - Present*  
Mentoring 20+ aspiring UX designers from underrepresented backgrounds

**Workshop Facilitator**  
*Girls Who Code* | *2020 - Present*  
Teaching design thinking and UX principles to high school students

**Pro Bono Designer**  
*TechSoup* | *2019 - Present*  
Providing design services for non-profit organizations

## 🗣️ LANGUAGES

* **English:** Native
* **Spanish:** Professional Working Proficiency
* **French:** Conversational
* **Korean:** Basic (Learning)

## 📞 REFERENCES

*Available upon request*

**Portfolio Website:** emmawilliams.design  
**Dribbble:** dribbble.com/emmawilliams  
**Behance:** behance.net/emmawilliams