



# Maggie Williams

## Digital Art Director

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### EXPERIENCE

**Techstyle Fashion Group,**  
**Los Angeles CA — Lead Designer**  
2016 - 2023

Led the redesign of growth marketing eCommerce funnels, enhancing user experiences by implementing automated products and streamlining lead registrations and checkout flows, resulting in a 30% increase in new customer conversions. **Actively collaborated** with the product team throughout the process, contributing to wireframing, prototyping, and design efforts, as well as conducting A/B testing and iterative experimentation to optimize performance across e-com pipeline. **Presented research** data and test results to inform strategic decision-making and roadmap planning for growth initiatives. **Managed** growth design systems to ensure productivity and alignment across teams. **Developed and supervised** the creation of dynamic automated A.D. sets, which quickly became the top-spending and highest-performing catalog-driven campaigns.

**Sony Pictures, Los Angeles CA —**  
**Designer, Worldwide Marketing**  
2014 - 2016

**Designed** marketing digital worldwide campaigns from concept to completion, meeting strict film or television premiere deadlines and maintaining high brand standards. These initiatives helped set milestones for several film release box office records. **Evaluated** lift study measurements for campaign design and testing on upcoming films. **Iterated** on and improved the design of campaign assets based on weekly reports and media KPI metrics to improve tracking.

### EDUCATION

**Bachelor of Fine Arts**  
**Iowa State University**  
Graphic Design

**Professional Certifications**  
**Google UX Design**  
Professional Certificate

**IBM Full Stack Software Development**  
Professional Certificate

### SKILLS

Digital Design, Beauty and Skincare Industry Knowledge, Shopify, Email Marketing (Klavo), Digital Ad Channels & Best Practices (Meta, TikTok, YouTube), UX/UI Design Principles, Asana, Leadership and Team Management, Brand Development, Digital Content Creation, Photo and Video Shoots, Video Editing and Animation, Typography, Integrated Campaign Collaboration, Figma, Canva, Adobe Creative Suite, Photoshop, Illustrator, After Effects, Premiere

### AWARDS

Techstyle "Kick A\*\*" Award  
Sony Pictures Applause Award