Maggie Williams

Senior Designer

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SELECT EXPERIENCE

Techstyle, Los Angeles CA —
Senior Digital Designer, Growth
2016 - 2023

Led the design overhaul of growth marketing funnels, resulting in improved user experiences with automated products, faster lead registrations, and checkout flow, leading to an average 30% increase in conversions. **Collaborated** with the growth product team, actively participating in wireframing, prototyping, design, A/B testing, and iterative experimentation to optimize performance across tested gateways. **Conducted** and presented research data and test results to the team, contributing to forming effective strategies and roadmaps for large-scale growth initiatives. **Established** growth design systems resulting in increased productivity and alignment. **Managed** and led the design of dynamic automated ad sets that emerged as the top-spending and best-performing 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 earned September 2022

SKILLS

Collaboration, Cross Functional Relationship Building, Communication Skills, Digital Asset Creation, Detail-Oriented, Brand Concept Development, Planning, Prioritization, Visual Design Standards, Design Expertise, Design Principles, Typography, Color Theory, Layout Techniques, Design Direction, Concept Development, Toolkits, Presentations, UX Design Processes, A/B Testing, Responsive Design, Cross Platform Design, Design Systems, Data Synthesis, Project Management, Photo and Video Shoots, Editing & Animation, Adobe Creative Suite, Figma, Photoshop, Illustrator, After Effects, Premiere

AWARDS

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