



Maggie Williams

Sr. Digital Designer

Los Angeles, California
maggiewilldesign@gmail.com
424-354-3772

maggiewilldesign.github.io

EXPERIENCE

Techstyle, Los Angeles CA — *Sr. Digital & Product Designer, Growth* 2016 - 2023

Led the redesign of growth landing page 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 acquisition funnels. **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 ad sets, which quickly became the top-spending and highest-performing catalog-driven ad campaigns.

Sony Pictures, Los Angeles CA — *Interactive Designer, World Marketing* 2012 - 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 - Major, Social Psychology - Minor

Professional Certifications

Google UX Design
Professional Certificate

IBM Full Stack Software Development
Professional Certificate

SKILLS

UX/UI Design, Digital Design, User Flows, Paper Sketching, Wireframing, Design Artifacts, Usability Testing, A/B Testing, Data Driven Design, Interactive Prototyping, Motion Design, Animation, E-commerce Design Patterns, Visual Design, Design Systems, Mobile-First Design, Frontend Development, CMS Systems, Brand Guidelines, Stakeholder Collaboration, Adobe Creative Suite, AI Design Processes, Illustrator, Photoshop, After Effects, Visual Electric, Premiere Pro, Figma

AWARDS

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