



# Maggie Williams

## Product Designer

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### EXPERIENCE

**TechstyleOS, Los Angeles CA —**  
*Digital & Product Designer, Growth*  
2016 - 2023

**Led** the redesign of growth marketing 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*  
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 - Major, Social Psychology - Minor

### Professional Certifications

**Google**

UX Design Professional Certificate

Agile Project Management Professional Certificate

**IBM**

Full Stack Development Professional Certificate

### SKILLS

User-centered Design, UX Design, UX Strategy, User Research, Personas, Journey Mapping, Information Architecture, User Flows, Workshop Facilitation, Wireframes, Prototyping, Usability Testing, A/B Testing, E-Commerce Design Patterns, Loyalty Programs, Visual Design, Scalable Design Systems, Cross-Functional Collaboration, Stakeholder Engagement, Accessibility, Inclusive Design, Figma

### AWARDS

Techstyle "Kick A\*\*" Award

Sony Pictures Applause Award