



# Maggie Williams

## Sr. Product Designer

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### EXPERIENCE

Techstyle, Los Angeles CA —  
*Lead 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 —  
*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

User Research, Empathizing, UX Design Processes, User-Centered Design, Wireframing, Usability Studies, A/B Testing, Conversion Rate Optimization, Design Documentation, UX/UI Design Principles, Inclusive Design, Creating and Managing Design Systems, Data Synthesis, Collaborative Teamwork, Growth Marketing & Strategy, Digital Design, Frontend Development, Prototyping, HTML, CSS, JavaScript, Figma, Photoshop, Illustrator, After Effects, Premiere

### AWARDS

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