



Maggie Williams

Digital Designer

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EXPERIENCE

Techstyle, Los Angeles CA —
Designer, Performance Marketing
2016 - 2023

Revitalized performance marketing eCommerce funnels through a comprehensive redesign, integrating automated features and refining lead registrations and checkout processes. This initiative yielded a remarkable 30% surge in new customer conversions. **Actively engaged** with the product team throughout the project lifecycle, contributing to wireframing, prototyping, and design activities. **Conducted** extensive A/B testing and iterative experimentation to optimize performance across the e-commerce pipeline. **Presented** insightful research findings and test outcomes to guide strategic decision-making and roadmap planning for growth initiatives. **Spearheaded** the development and supervision of dynamic automated advertising sets, swiftly propelling them to become the top-spending and most effective 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, Fashion and Lifestyle Industry Knowledge, Digital Ad Channels & Best Practices (Meta, TikTok, YouTube), UX/UI Design Principles, Flexibility, Adaptability, Problem-Solving, Deadline Management, Digital Content Creation, Photo and Video Shoots, Video Editing and Animation, Motion Graphics, Out-of-Home (OOH), Typography, Layout Design, Color Theory, Direct Response, Performance Marketing, Figma, Canva, Adobe Creative Suite, Photoshop, After Effects, Premiere

AWARDS

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