



# Maggie Williams

## Sr. Digital Designer

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

[maggiewilldesign.github.io](https://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