Maggie Williams

Product Designer

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EXPERIENCE

Maggie Will Design, Remote —
Product Design Generalist, Freelance
2024 - Present

Techstyle Brands, Los Angeles CA —
Digital & Product Designer, Growth
2016 - 2024

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
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
Agile Project Management Professional Certificate

IBM
Full Stack Development Professional Certificate

SKILLS

User-Centered Design, UX Design Frameworks, User Research, Personas, Journey Mapping, Information Architecture, User Flows, Jobs-to-be-Done, Storyboarding, Design Sprints, Wireframing, Interactive Prototypes, Interaction Design, Usability Testing, Growth Methods, Visual Design, AI-Driven Design, Motion Design, Scalable Design Systems, Cross-Functional Collaboration, Accessibility, Inclusive Design, Adobe CC, Figma

AWARDS

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