

Maggie Williams

Sr. UX/UI Designer

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EXPERIENCE

Maggie Will Design, Remote —
UX/UI Design Generalist, Freelance
2024 - Present

Techstyle Brands, Los Angeles CA —
Sr. Digital & Product Designer, Growth
2016 - 2023

Led the redesign of digital marketing funnels, enhancing user experiences by optimizing campaign landing pages, streamlining lead registrations, and refining checkout flows.

Implemented automated solutions that improved efficiency and contributed to a 30% increase in new customer conversions. **Collaborated** closely with product managers and engineers to develop wireframes, prototypes, and high-fidelity designs.

Designed intuitive workflows that reduced friction and increased user engagement. **Conducted** A/B testing and iterative experimentation to optimize performance across acquisition campaigns while addressing edge cases and user states. **Presented** research insights and performance data to inform strategic decision-making and prioritized roadmap initiatives. **Managed** and evolved scalable atomic design systems to maintain consistency and efficiency across teams.

Sony Pictures, Los Angeles CA —
IXD Designer, World Marketing
2012 - 2016

Designed and delivered immersive digital campaigns for global film and television premieres, ensuring alignment with brand standards and strict deadlines. **Contributed** to box office success by leveraging UX design, motion graphics, and interactive experiences. **Analyzed** campaign performance using lift studies and media KPIs, iterating on designs to optimize engagement and 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, User Research, Personas, Journey Mapping, Information Architecture, User Flows, Subscription Flows, Edge Case Consideration, Wireframing, Interactive Prototypes, Usability Testing, Growth Methods, Visual Design, Digital Product Design, UI Design, Scalable Design Systems, Cross-Functional Collaboration, Agile Methodologies, Iterative Design, Accessibility, ADA Compliance, Frontend Development, Adobe CC, Figma

AWARDS

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