



Maggie Williams

Visual Designer

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EXPERIENCE

Techstyle, Los Angeles CA —
Visual 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

Conducting UX Research, Empathizing, UX Design Processes, User Research, Wireframing, Usability Studies, A/B Testing, Design Documentation, Interaction Design, Storyboarding, Creating and Managing Design Systems, Data Synthesis, Collaborative Teamwork, Project Management, Growth Marketing, Visual Design, UI Design, Frontend Development, Prototyping (HTML, CSS, JavaScript, Axure, InVision) Python, Figma, Photoshop, Illustrator, After Effects, Premiere

AWARDS

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