

AVA WILLIAMS

Senior UX/UI Designer | User Research | Web Prototyping

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SUMMARY

With over 5 years of experience in UX/UI design, I'm driven to create engaging, user-centered web experiences. My expertise in user research, prototyping with Figma, and conducting usability testing has significantly improved product adoption rates. I am passionate about leveraging insights to design intuitive interfaces that meet business goals.

EXPERIENCE

Senior UX Designer

Adobe 01/2020 - Present New York, NY

- Led the redesign of Adobe's main product page, increasing user engagement by 30% through improved UX and clearer CTA placements.
- Conducted over 50 user interviews and 10 usability tests to gather insights, leading to a 25% decrease in bounce rates.
- Implemented a new design system using Figma, enhancing brand consistency across all web platforms.
- Collaborated with product managers to refine user personas, resulting in a more targeted and effective product development strategy.
- Initiated and led a cross-functional team to integrate accessibility features, making the website fully compliant with WCAG 2.1.
- Spearheaded a project to utilize atomic design principles, shortening the development cycle for new features by 20%.

Graphic Designer

Shopify 06/2017 - 12/2019 Remote

- Redesigned the checkout process, resulting in a 15% increase in conversion rates.
- Developed comprehensive user flows and wireframes to streamline navigation, reducing user frustration and support tickets by 40%.
- Conducted A/B testing on various design elements, which informed the final design decisions and improved user satisfaction scores by 20%.
- Created and maintained a UI library in Figma to accelerate the design process and ensure consistency across teams.
- Facilitated user research sessions to understand pain points in the shopping experience, leading to significant UI improvements.

UX Researcher

IBM 03/2015 - 05/2017 New York, NY

- Implemented a new user research framework that increased the efficiency of user studies by 25%.
- Analyzed user behavior data to inform the design team, resulting in a 10% increase in user retention.
- Collaborated with the UX design team to translate research findings into actionable design improvements.
- Led usability testing sessions that informed the iteration of key product features.

PROJECTS

Mobile App Redesign for Wellness Tracker

2018 - 2019 Chicago, IL

Lead UI Designer, responsible for conceptualizing and implementing a fresh, user-friendly design.

- Achieved a 40% increase in daily active users and a 25% improvement in user retention within the first three months post-launch.

KEY ACHIEVEMENTS

- 30% User Engagement Increase**
Led the redesign of Adobe's main product page, significantly enhancing user interaction and clarity of calls to action.
- 15% Conversion Rate Boost**
Redesigned Shopify's checkout process, drastically improving the conversion rate through user-centered design principles.
- WCAG 2.1 Compliance**

SKILLS

Figma	User Research	Prototyping
Usability Testing	Adobe Creative Cloud	
Design Systems	Sketch	
3D modeling	Brand Identity	

CERTIFICATION

- Advanced Figma for UX/UI**
An in-depth course focusing on mastering Figma for complex UX/UI design projects, provided by UX Design Institute.
- User Research & Testing**
A comprehensive certification on modern user research methods and usability testing techniques, offered by Nielsen Norman Group.

EDUCATION

- Bachelor's Degree in Graphic Design**
Rhode Island School of Design
01/2009 - 01/2013 Providence, RI
- Master's Degree in Human-Computer Interaction**
Carnegie Mellon University
01/2013 - 01/2015 Pittsburgh, PA