


# William Dingwall

## Product Designer

720-933-7506   
dingwall.wr@gmail.com   
williamdingwall.com 

### Summary

Passionate about solving human problems in digital spaces. I love seeing businesses grow and making people's lives better by design. A firm believer in collaboration, empathy, product thinking and systematic solutions. I crave growth in my career and the outdoors at heart.

### Skills

UX + UI  
UI Development  
Visual Design  
Usability Testing  
User Research  
A/B Testing  
Identity Design  
Graphic Design

### Tools

Figma  
Sketch + Invision  
Adobe Creative Suite  
HTML, CSS, Javascript  
UserTesting  
FullStory  
Google Analytics  
Customer Interviews  
Dropbox Paper  
Bear Notes  
Pencil & Paper

### Learning

Object Oriented UX  
Data Visualization  
UX Writing  
React

### Experience

#### Gloo

##### Senior UX Designer

'20 ~ '20

UX research, wireframes, visual design and IA for a scalable content publisher product that embeds in the Gloo platform. Studied object oriented UX and scaled design team methods.

#### TeamSnap

##### Senior UX + UI Designer

'15 ~ '20

Product design lead for multiple core business units. Worked across multiple teams to build new products and expand existing products, allowing TeamSnap to grow its platform and explore opportunities in new market segments.

Led the redesign of our web apps and marketing site. Collaborated with other designers, developers and QA to adopt a component-driven design strategy.

Created onboarding experiences for both customers and employees. Mentored incoming and junior designers to help them grow and be successful. I grew a lot in the process too.

#### William Dingwall Design

##### Designer + Developer

'11 ~ '15

Freelanced with clients to design & build responsive websites, design identities, create print materials, develop products and connect with customers. Sharpened my skills in multiple areas of design, development and marketing.

Clients: Hero Design Studio, Chronos Interactive, TeamSnap, LucentPDX, Footlocker and a few others.

#### Forkfly

##### Product Design Intern

'10 ~ '11

Designed parts of their mobile app and web presence, as well as collaborated on copy writing. Got introduced to working with a product team.

#### Freelance Artist

##### Oil Painter

'08 ~ '11

Determined client needs and provided custom paintings while working side jobs and pursuing my own art. Became adept at juggling projects.

### Education

#### Art Institute of Portland

##### Web Designer + Developer

'10 ~ '12

Studied Web Development & Design. Tutor for design, development and drawing. Deans list twice. Learned basic anatomy of the internet.

#### Colorado State University

##### Graphic Designer + Painter

'03 ~ '08

Bachelor of Fine Arts in graphic design and painting. Exhibited several times. Practiced peer reviews.