


William Dingwall

Product Designer

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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, goal setting and systematic solutions. I crave personal growth and time outdoors.

Skills

UX + UI
UI Development
Design Systems
Data Visualization
Service Design
Graphic Design
Usability Testing
User Research
A/B Testing
Analytics

Tools

Figma
Sketch + Invision
Adobe Creative Suite
HTML, CSS, Javascript
Customer Interviews
User Surveys
UserTesting.com
FullStory
GA, MixPanel, Metabase
Bear Notes
Pencil & Paper

Industries

Fintech, Financial Health
Blockchain, Web3
Sports & Gaming
Travel & Outdoors

Experience

Kava Labs

Lead UX Designer

'21 ~ Present

UX department lead, designer and manager. Creating new features and improving existing ones, while setting up user feedback and data pipelines to measure impact. Doing user studies, data analysis, competitive research, UI design, wireframes, outlining flows and implementing process to shape direction. Working across multiple teams, departments and companies to bring value to various user types. Led the launch of our BUSD Earn feature which has seen over 130 million in deposits and became the #1 source of TVL.

Matic Insurance

Senior Product Designer

'20 ~ '21

Lead product designer for growth. Contributed quantitative and qualitative research, visual design, illustration, content strategy, design patterns, user flows, wireframes and ran ideation sessions to support our A/B testing process along with help shape company wide design. Led multiple experiments to improve existing funnel conversions by 20-25% and developed new conversion strategies.

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 it's platform and explore opportunities in new market segments. Mentored incoming and junior designers.

Led development in the redesign of our web apps and marketing site. Worked with other designers, developers and QA to implement a platform wide payment system and grow the Club and League line of business from 80k monthly revenue to nearly 1 million.

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. Worked with Footlocker, TeamSnap, Chronos Interactive and several other design studios.

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.