William Dingwall

Product Designer

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SUMMARY

Versatile product designer and mentor, with experience leading multiple stages of the product life cycle. I design with empathy, collaboration, systematic solutions, research driven decisions and an artistic touch.

SKILLS

Product Design
Data Analysis
User Research
Design Systems
Design Thinking
Product Strategy
Industry Research
Data Visualization
UI Development
Responsive Design
Workshopping
A/B Testing

TOOLS

Figma
White Boarding Tools
HTML, CSS, Javascript
Google Analytics 4, Mixpanel
Survey Apps
Usertesting.com
Zoom, Google Meets
Adobe Creative Suite
Fullstory
Markdown Notes
Pencil & Paper

SOFT SKILLS

Mentor & Leader
Collaborator
Detail Oriented
Adaptable

EXPERIENCE

Lead UX Designer

Kava Labs

`21 ~ present

Product design lead and manager. Leading multiple design, research and product initiatives. Setting up qualitative and quantitative research processes. Mentoring junior designers, researchers and onboarding incoming PMs.

Led the launch of a new feature which has seen over 250 million supplied, had 5x the conversion rate of the current experience and became the #1 source of TVL.

Senior Product Designer

Matic Insurance

`20 ~ `21

Product design lead and pm for the growth team. Provided quantitative & qualitative research, visual design, illustration, content strategy, design patterns, user flows, wireframes, ran workshops and wrote dev tickets to refine user flows.

Iterated over multiple A/B tests to improve the serving funnel conversion rates by over 20%.

Senior UX/UI Designer

TeamSnap

`15 ~ `20

Product design lead for multiple core business units. Worked across multiple teams to build new products and expand existing products that ranged from payments systems and member management, to dashboards and website builders.

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

Helped grow the Club & League line of business from a 3 person product team with 80k monthly revenue, to over 20 people and 900k revenue.

Designer + Developer

William Dingwall Design

`12 ~ `15

Freelanced with clients to design & build responsive websites, design identities, print materials and develop products. Worked with Footlocker, TeamSnap, Chronos Interactive and several other design studios.

EDUCATION

UX + Interactive Media

Art Institute of Portland

`10 ~ `12

Studied Web Development, UX and UI. Tutor for design, development and drawing. Deans list twice.

Graphic Design

Colorado State University

`03 ~ `08

Bachelor of Fine Arts in graphic design and painting. Exhibited several times for painting & design.