

William Dingwall

Product Designer

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

Summary

Passionate about solving human problems in digital spaces. I love helping people, teams and businesses grow. I'm a firm believer in collaboration, empathy, systematic solutions and data driven decisions.

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

Soft Skills

Collaborator
Detail Oriented
Fast Learner
Adaptable

Experience

Kava Labs

Lead UX Designer

'21 ~ Present

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

Led the launch of a new feature which has seen over 200 million supplied, had 4x the conversion rate of the current experience and became the #1 source of TVL.

Matic Insurance

Senior Product Designer

'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 and wrote dev tickets to refine the servicing funnel.

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

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 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 help us 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.

William Dingwall Design

Designer + Developer

'11 ~ '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

Art Institute of Portland

Web Designer + Developer

'10 ~ '12

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

Colorado State University

Graphic Designer + Painter

'03 ~ '08

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