

Joseph Williams is a *design leader* based in Brooklyn

With over a decade of experience, I'm continuously motivated by discovering and accommodating for user and business needs.

I enjoy helping establish design principles and offering direction that provides teams with long term sustainable design output.

CONTACT

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EDUCATION

Graduated from the University of Kent with a 1st Class degree in Multimedia Technology and Design BSc.

SKILLS & FOCUS AREAS

- User experience design
- User interface design
- Interaction design
- Design systems
- Visual design
- Prototyping
- User research
- Usability testing
- Design operations
- Team management
- Product strategy
- Front-end dev

WORK / PROJECT44

Director of Product Design at project44 (MAR '22 - PRESENT)

Building products for shippers and carriers to manage their digital supply chain. Creating intuitive experiences for mitigating tracking and connection issues while facilitating collaboration between parties for fast resolution. Working with the rest of the design leadership to build and foster a world class product design team.

WORK / SPOTIFY

Product Design Lead at Spotify (MAY '21 - MAR '22)

Working within Marketplace Core to improve internal systems and wider company bets for creators in the Spotify ecosystem

WORK / HOLOGRAM

Senior Product Designer at Hologram (SEP '20 - MAY '21)

Focused on giving new customers of Hologram the right information, so that they can make better decisions when setting up their IoT fleet on Hologram. Worked on internal team processes to ensure that the design team scales effectively

WORK / PROJECT44

Product Design Lead at Google (SEP '17 - SEP '20)

↳ Google Monitoring (SEP '19 - SEP '20)

UX lead for a service monitoring initiative to meet the diverse needs of all development teams at Google. Focusing on simple configuration, robust alerting for effective decisions making, and in-depth analysis.

↳ Incident Response (SEP '17 - SEP '19)

UX lead for an incident response tool to support production engineering responding to incidents affecting production systems. Creating design cohesion, product integration across existing tools, reducing context shifting, and users' cognitive load.

WORK / PROJECT44

Product Designer at Founders Factory (DEC '16 - SEP '17)

Taking products from conception through to launch within the incubator by putting together prototypes, product research, and user flows as well as helping startups within the accelerator.

WORK / PROJECT44

Designer at Canoncial (NOV '14 - DEC '16)

An open source cloud abstraction tool to create cloud solutions through the command line and a web GUI. I worked on gathering requirements and research from stakeholders and external testing participants and turning those into actionable points to help improve the service design of Juju. This included working across the software store, the canvas, visual language, and sign-up flows.