

# Wil Voss

SENIOR UX DESIGNER/ENGINEER

## **Founder/Lead Designer & Developer - BIG TENT GAMES (2020 - Present)**

Founded independent game studio, leading complete product lifecycle from conceptualization and UX design through development and launch. Integrated AI tools for development acceleration and content generation, creating multiple games including "Facets" with AI-generated daily puzzles.

## **Lead UX Designer - SUPLARI (2023 - 2024)**

Spearheaded UX initiatives with cross-functional teams, launching new features and revamping core UX. Guided marketing website redesign and presented design concepts securing six-figure strategic partnership.

## **Staff Product Designer, Growth - IMPIRA (March 2022 – December 2022)**

Led product growth design for AI/ML applications. Improved activation adoption by 15% and lifted critical funnel conversions by 8%+ each stage through user research, prototyping, and iteration.

## **Senior UX Designer - MICROSOFT (2014 - 2021)**

Managed interaction designers in Microsoft Health division. Delivered rapid and high-fidelity prototypes for Microsoft Band and Health teams. Co-authored multiple patents for innovative UI interactions with senior engineering leads.

## **UX Consultant - ALLOVUS (since 2010)**

Provided UX design, prototyping, and strategy for various clients. Collaborated with leadership to generate product insights and design improvements.

## **Skills and Technologies**

Figma, React.js, JavaScript, Vue.js, HTML5/CSS3, Adobe Creative Suite

## **Patents**

User Interface Indirect Interaction (MS #334645.01), Predicting Per Day Stress Based on User Band and Cortana Data (MS #330600.01), and Display Screen with Animated Graphical User Interface (358777-US-DP, 358775-US-DP, 358773-US-DP, 356769-US-DP, 358778-US-DP, 358772-US-DP, 358776-US-DP, 358774-US-DP).

References available upon request.

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