WILLIAM MARK BROWN
PRODUCT DESIGNER | JOY AMPLIFIER

EXPERIENCE

Culture Amp | Sr. Product Designer *2023-Present*

- Spearheading design for one of Culture Amp's core product sectors.
- Collaborated with executive leadership on critical strategic initiatives.
- Lead design sprints and user research efforts across multiple teams.
- Influential in improving the ways the organization leverages design system thinking.
- Set the standard for platform unification.
- Strong bias for action, seeking ways to improve whatever I touch.

Academia.edu | Product Designer III *2021-2023*

- Lead product designer for two of the organization's core product teams.
- Supervised two other designers and a contracted marketing agency on work for the company's growth & innovation team.
- Architected and designed a new navigation that achieved a monthly 26% cashflow increase and 2100 upgrades across desktop and mobile.
- Worked closely with the CEO and CTO to execute designs for the company's most critical project.
- Lead extensive usability studies and design/user research collaborations across multiple products.

Hero Digital | UX Designer *2018-2021*

- Produce wireframes and mid to high fidelity visual designs from scratch and by utilizing enterprise-level design systems.
- Creation and organization of design systems.
- Mapping of user flows and information architecture.
- Conduct usability, experience, and competitive/comparative experience audits.
- Creating clickable prototypes.
- Plan and lead workshops and client facing presentations..

Panoply | UX Designer *2018*

- Produce wireframes and low to mid fidelity sketches, and mockups.
- Build InVision clickable prototypes for customer usability testing.
- Assist with the creation and handoff of an internal Design System.

CONTACT

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Location	Bay Area, California

SKILLS & TOOLS

- **Product Design**
- **User Research & Usability Testing**
- **User Experience Design (UX)**
- **User Interface Design (UI)**
- **Interaction Design**
- **Responsive Design**
- **E-Commerce Design**
- **Design Systems**
- **Mobile Application Design**
- **Wireframing & Prototyping**
- **Rapid Creative Ideation**
- **Strategy & Creative Problem Solving**
- **Presentation & Communication**
- **Leadership & Mentorship**
- **Figma**
- **Sketch**
- **InVision**
- **Flinto**
- **Keynote / Powerpoint**
- **Adobe Creative Suite (Photoshop, InDesign, Illustrator)**

EDUCATION

UX Design Immersive *May-July 2018*
General Assembly, San Francisco

Graduated from General Assembly's 10 week User Experience Design Immersive boot camp.