

WILLIAM MARK BROWN

PRODUCT DESIGNER | JOY AMPLIFIER

EXPERIENCE

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

- 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.
- Building of clickable prototypes for customer usability testing using Flinto and Invision.
- Conduct usability, experience, and competitive/comparative experience audits.
- Plan and lead workshops and client facing presentations.
- Member of Inclusion & diversity taskforce organizing and hosting monthly podcast club, fireside chats with CEO, and national back-to-school supply drive.

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.
- Collaborated on various design projects with the Sr. Visual Designer.

Freelance | Visual & Brand Designer *2014-2018*

- Completed conceptual projects as part of my continued education.
- Designed and integrated print, media, and web assets for small sized retailers, individuals, professional service firms, and non-profit groups.

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.