

# DESTINY WILLIAMS

## Digital Product Designer

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### SUMMARY

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Empathy-driven designer with 5+ years' experience in design, marketing and customer service who aims to create remarkable products, designing technology that is better for humans and better at interacting with humans. Passionate about humanizing tech experiences and creating thoughtful products for community and well-being.

### PROFESSIONAL EXPERIENCE

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#### FREELANCER - Destiny Does Design – Nov 2020 – present

##### UX DESIGNER - Helping Hands Community / Remote - July 2021 – present

- Work cross-functionally with design, engineering and product management teams to incorporate designs and build a design system of reusable components in Figma.
- Create dashboards for desktop and mobile for partners to see what actions they need to take for deliveries.
- Create concepts for core product design to present to stakeholders and provide mock up deliverables.

##### PRODUCT DESIGNER – Co.Lab / Remote – July 2021 – present

- Lead designer responsible for wireframes, user flows, interactions for MVP that are simple, intuitive, and consistent.
- Assist PM in conducting usability studies, UX research, and competitive research and use data to drive design decisions.
- Create user stories, personas, product specs, design solutions and high-fidelity mock-ups for seedling Accountability app.

##### UX CONSULTANT - CR Score / Remote - April 2021 – present

- Act as lead interaction designer on team of 4 to design 3 key features of iOS native app designed for kids aged 9-13.
- Advocate for design thinking and help promote its use throughout the organization.
- Analyzed trends on gamification and conducted usability testing on 8 students to define design direction for app.

##### UX DESIGNER - Black Girls Do Engineer / Remote – April 2021 – Aug 2021

- Work on team of 2 to cultivate a positive user experience for the stakeholders and users by engaging in open communication about product development process from concept to completion.
- Introduce responsive web design concepts on 5 pages to consolidate pages, curate content and increase traffic.
- Lead stakeholder meetings bi-weekly and created presentations of deliverables to help articulate design decisions.

##### UX CONSULTANT – Actionaly / Remote - Nov 2020 – Feb 2021

- Reconstructed the information architecture and iterated on difficult user flows and UX problems for 7 pages.
- Conducted interviews with 5 users and 2 stakeholders and created 2 new pages based on needs found in user research.
- Did rapid prototyping, interaction design, and visuals for 22 screens for B2B SaaS product using Figma.
- Tested mid-fidelity prototype with 5 users and increased customer satisfaction from 60% to 80% after iterating design.

### WORK EXPERIENCE

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#### CONSUMER ADVOCATE – HealthSherpa / Remote – Aug 2020 – Dec 2020

- Identified, documented and reported on technical factors impacting interface performance for newly launch platform.
- Conducted research, gathered information from multiple sources and presented results.
- Resolved problems, improved operations and provided exceptional service maintaining a 90% rating on over 137 users.

#### DESIGN AND MARKETING INTERN – Ziggurat Technologies / Oakland, CA and Remote – Sept 2020 – Nov 2020

- Participated in team-based design collaborations to facilitate development of effective client marketing and communications.
- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Participated in performance improvement activities or meetings and recommended actions to improve results.

**TECHNICAL SUPPORT SPECIALIST** – Vagaro / Oakland, CA and Remote – **March 2020 – Aug 2020 | Aug 2018 – Dec 2018**

- Assisted customers in identifying issues and explained solutions to restore service and functionality.
- Documented all transactions and support interactions in system for future reference and addition to knowledge base.
- Created support documentation that enabled user community to extend skills, leverage system features and find resolutions.

**FRAUD PREVENTION SPECIALIST** – Voxpro powered by TELUS International / Sacramento, CA – **Feb 2019 – March 2020**

- Led projects and analyzed data to identify opportunities for improvement.
- Analyzed large amounts of data to find patterns of fraud and anomalies.
- Used critical thinking to break down problems, evaluate solutions and make decisions.

**DIGITAL MARKETING ASSISTANT** – Jelly Belly Candy Co / Fairfield, CA – **Feb 2018 – Aug 2018**

- Created and presented pitch materials, including proposals and presentations.
- Collaborated cross-functionally with sales, engineering, product, and marketing teams to accomplish shared goals.
- Identified appropriate KPIs and reported key metrics from digital campaigns.

**JUNIOR GRAPHIC DESIGNER** – Belami E-Commerce / Sacramento, CA – **May 2016 – Nov 2017**

- Conceptualized digital assets and campaigns, created designs and collaborated with front-end dev and marketing teams to complete projects for 5 websites.
- Designed and updated layouts to meet usability and performance requirements.
- Pinpointed user experience issues to devise targeted suggestions for improving user experience.

**EDUCATION**

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**BEGINEX UX CAREER ACCELERATOR** - Remote – **2020****UNIVERSITY OF CALIFORNIA, DAVIS** – Davis, CA – **2016** | B.A. in Communication – Minors in Psychology and Philosophy**CHABOT COLLEGE** – Davis, CA – **2012** | A.A. in Liberal Arts with an emphasis in Math and Science**ACHIEVEMENTS**

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**ADOBE CREATIVE JAM, DESIGN FOR GOOD** - Remote – **May 2021, Design-a-thon** | Winner of an Honorable Mention**SKILLS**

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Adobe Photoshop, Adobe Illustrator, Adobe After Effects, InVision, UI Design, UX Design, Wireframing, Design Thinking, Agile, Visual Design, Design Sprints, A/B Testing, Information Architecture, Usability Testing, Interaction Design, Product Strategy, MS Office