Charles Williams

Product Designer

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EXPERIENCE

UX/UI Designer   September 2021 - Present
Moment Studio | Miami, Fl (Remote)

- Lead a team of 6 to execute the end-to-end design process and deliver in ideation, wireframing, crafting interactive prototypes, style guides, mockups, and written design specs to developers for responsive web applications.
- Improved user experience and interface for a mobile app and desktop application for architectural design tools, meeting a 6-week deadline.
- Recruit users to conduct field studies and usability testing, taking the feedback received to validate design decisions of an AR onboarding feature.
- Collaborate with stakeholders to define product experiences and constraints, understand business goals and product vision, and realize user needs throughout the iteration process.
- Articulate results of surveys, user research, and iterations with internal stakeholders, and present design concepts to engineering teams to implement solutions.

Personal Lines Insurance Agent (Sales/Service)   February 2013 - October 2021
GEICO | Poway, CA

- Conducted user testing over a 2-year period for a new agent transaction software (EDGE) that was adopted companywide to 40,000+ employees.
- Collaborated with cross-functional teams to create a development plan, having the impact of 30+ promotions in 3 years.
- Developed solutions to customers' needs, achieving Gold Chairmain's for the last 4 consecutive years. (Top 3% of agents)

New Hire Orientation Lead/Park Operations Area Supervisor   June 2011 - May 2013
SeaWorld| San Diego, CA

- Facilitated group discussions for new hires and presented company guidelines while reducing onboarding time by 20%.
- Designed and implemented a revised Standard Operating Procedures Manual for two operations teams.

EDUCATION

The University of Arizona | Bachelor of Science in Business Administration   August 2021
- Cum Laude

Georgia Tech | Professional Certificate Human-Computer Interactions (HCI)   Expected August 2022

CERTIFICATIONS

UX Research for Agile Teams | Avocademy UX/UI Bootcamp Certificate | American Bar Association Paralegal Certificate

SKILLS

Research: User Interviews, Usability Testing, A/B Testing, Affinity Mapping, Empathy Mapping, User Flows, Competitive Analysis

Design: UX/UI Design, Product Design, Visual Design, Personas, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes, Site Maps, Design System, Design Thinking, Information Architecture, Interaction Design, Typography, Responsive Web Design.

Toolkit:: Adobe XD, Figma, InVision, Miro, Usertesting.com, Slack, G-Suite, Adobe Creative Suite, Zoom