

William Huynh

Product Designer

Profile

I specialize in interface design and prototyping. Throughout my career, my role has varied from Web Developer, Product Manager, Sr. UI/UX Product Designer, and now Sr. Product Designer, Design System. All of my roles have given me valuable insight and flexibility in problem-solving. I've worked on a variety of compelling user-centered projects that focus on creating design solutions in the form of digital products and services. I enjoy the process of taking concepts and making tangible wireframes and prototypes that can be easily taken into production.

714.363.7587

williamnhuynh@gmail.com

williamnhuynh.com

Skills

- Adobe Photoshop
- Adobe XD
- CSS3
- Figma
- HTML5
- Javascript
- Marvel
- Miro

Experience

Senior Product Designer, Design Systems

Feb. 2023 - Current

Thrive Global

- Improving documentation to all 600+ components based on viable usage, best practices, accessibility and internationalization requirements
- Reducing 20%-30% in tech debt by implementing a more streamlined design system review process
- Creating a series of communication outputs that helps design system adoption on all company levels
- Improving workflow by 30% across 10+ teams through education and advocating systems-based design/engineering
- Defining over 10 design system metrics that are achievable and impactful to both business and the users

Product Designer, Design Systems

Mar. 2022 - Feb. 2023

Thrive Global

- Established A11y and WCAG 2.1/2.2 standards within the design system that minimized feasibility issues by 20% YoY
- Curated 20+ new and updated patterns from design team insights while reinforcing consistency and coherence across both the design system and product experience
- Established the company's first documentation approach for over 500+ components and their variants
- Audited legacy design system library to ensure all components are up-to-date with Figma's latest features that optimizes designer and engineer workflows

Senior UI | UX Designer

Sept. 2020 - Feb. 2022

Wpromote

- Led over 30 design projects for SMB and Enterprise clients; increasing their sales growth by 20% due to my UX/CX implementation
- Developed and conceptualized a comprehensive UI/UX design strategy in social design, marketing, and branding for client-facing projects
- Introduced effective user-centered research and design methods focused on UX principles
- Mentored and trained across a variety of departments to improve team collaboration and design understanding
- Effectively collaborated with other creatives to ensure that final designs meet UX and UI standards
- Led & created a web component library for our core design system
- Collaborated and connected cross-functional partners in marketing, engineering, and creative to ensure timely project delivery

UI | UX Product Designer

Jan. 2020 - Jun. 2020

Tom Ferry International, LLC

- Facilitated the product team's ideation and discovery process by researching, wireframing, sketching, prototyping, and mocking-up user experiences for digital products
- Conducted strategic design and UI decisions related to core functionality and features, as well as new ones, based on business goals and user research
- Solely responsible for user interface design decisions that continually led to an average of 30% growth of user engagement MoM
- Translated ideas and customer insights into concepts, personas, user journeys, storyboards, system maps, user flows, wireframes, prototypes, and high-fidelity mockups

William Huynh

Product Designer

Profile

I specialize in interface design and prototyping. Throughout my career, my role has varied from Web Developer, Product Manager, Sr. UI/UX Product Designer, and now Sr. Product Designer, Design System. All of my roles have given me valuable insight and flexibility in problem-solving. I've worked on a variety of compelling user-centered projects that focus on creating design solutions in the form of digital products and services. I enjoy the process of taking concepts and making tangible wireframes and prototypes that can be easily taken into production.

714.363.7587

williamnhuynh@gmail.com

williamnhuynh.com

Skills

- Adobe Photoshop
- Adobe XD
- CSS3
- Figma
- HTML5
- Javascript
- Marvel
- Miro

UI | UX Developer - Contract

Dec. 2019 - Jan. 2020

Altmetrics

- Designed and developed product websites to deliver customer-centered and modern UI/UX flows
- Built website templates to streamline future product websites
- Performed usability testing and provided advanced industry data/market research documentation to support proposed wireframes and storyboards

Web Developer

Oct. 2018 - Dec. 2019

Altmetrics

- Created UI style guides, visual strategies, page layouts, interactions, color palettes, and image assets for the development team
- Created a range of visual design deliverables for apps, websites, products, and campaigns
- Responsible for optimizing the speed, performance, and online presence of over 10 websites and micro sites
- Maintained scripts related to web applications performance on the web
- Optimized web indexing in order to achieve 100% up time and hit targeted performance capabilities

Product Manager

Feb. 2018 - Oct. 2018

Altmetrics

- Designed the overall UI | UX of consumer-facing mobile and desktop applications
- Organized 3rd party creative for product marketing and content creation
- Responsible for managing and creating a strategic product road map starting with the concept, design, and product end of life
- Conducted market research and analyze trends to ensure the entire new and current products are business relevant and competitive
- Built concepts, prototypes, and final designs for new products and feature enhancements

Accomplishments

- Reduced about 20% in development hours by implementing reusable components in a design system
- Optimized the UI & UX on a variety of projects that led to an average of 20% AOV (Average Order Value) increase and a 25% increase in sale conversions
- 30% increase of unique users onto my client's desktop and mobile applications while surpassing the previous year's goal
- Successfully created various A/B testing for user engagement that decreased cancellations by 35%
- Enhanced the onboarding process for multiple applications that led to a 20% decrease in time to sign up while also increasing more users into the ecosystem

Education

Golden West College

Sept. 2009 - May 2013

Relevant Coursework: Color and Design 2D, Design Principles, Computer Graphics, Visual Design Fundamentals, Emotional Design Psychology, Design Communication Arts I and II