

BRIAN WILLIAMS

LEAD PRODUCT DESIGNER | Enterprise SaaS | Complex Workflows | Design Systems | Design Leadership

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PROFESSIONAL PROFILE

Lead Product Designer and design leader with **8+ years in product design**, **15+ years across digital design and front-end development**, and **9+ years in managerial and team-lead roles**. Leads complex enterprise products from discovery and problem definition through interaction design, design systems, implementation, and release. Combines hands-on product craft with team leadership, product judgment, and technical fluency to simplify data-heavy workflows, align stakeholders and engineering, build reusable systems, and carry design decisions close to production.

CAREER IMPACT

3 ENTERPRISE PRODUCTS Led UX across three ServiceNow App Engine applications.	500+ USERS Designed data-heavy workflows replacing manual processes.	\$3M+ ANNUAL REVENUE Designed and built an eCommerce platform tied to commercial outcomes.	9+ YEARS LEADERSHIP Managerial, team-lead, art direction, and product leadership experience.
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CORE STRENGTHS

PRODUCT & STRATEGY Product Discovery UX Strategy Problem Definition Workflow Analysis Product Judgment Customer Insights Enterprise SaaS	LEADERSHIP & INFLUENCE Team Leadership & Management Art Direction Design Reviews Stakeholder Facilitation Cross-Functional Alignment Client Presentations
SYSTEMS & EXPERIENCE Design Systems Component Libraries Information Architecture Interaction Design Responsive Web & Mobile Prototyping Usability	TECHNICAL & AI Figma ServiceNow / App Engine React HTML CSS WordPress WooCommerce ChatGPT Gemini Replit GitHub Copilot

PROFESSIONAL EXPERIENCE

Lead Product Designer & Front-End Developer | UI/UX Lead - EY / DoD Client Engagement

Seneca Resources | Nashville, TN | June 2022 - Present

Lead product design across three data-heavy ServiceNow App Engine applications supporting 500+ users and replacing manual operational processes with scalable digital workflows.

Portfolio and product ownership - Own UX across three enterprise applications from discovery to production, including UX strategy, information architecture, user flows, interaction models, prototyping, high-fidelity UI, design-system decisions, and implementation support.

Discovery and product direction - Lead workshops and customer/stakeholder calls to uncover pain points, map operational workflows, synthesize needs, clarify requirements, and influence product direction before development begins.

Complex workflow simplification - Translate dense enterprise requirements into clear, learnable experiences while balancing user needs, business rules, platform constraints, technical feasibility, usability, and trust.

Systems and scale - Create and maintain reusable ServiceNow patterns, components, and visual standards across the product suite, strengthening consistency, extensibility, and implementation readiness.

Cross-functional leadership - Lead design workstreams and align developers, business analysts, QA/testers, project managers, project leadership, and stakeholders; facilitate design reviews and implementation decisions from concept through release.

Shipped impact - Helped replace fully manual processes with digital workflows; all three implementations were delivered on time and received strong end-user feedback.

Design-to-code fluency - Use front-end and platform knowledge to anticipate implementation constraints, communicate effectively with engineers, and protect UX quality through production.

EXPERIENCE CONTINUED

Senior UI/UX Designer

Gaslight Media | Remote / Michigan | June 2021 - July 2022

- Responsive product design** - Led UX/UI design and front-end execution for responsive web and mobile experiences across desktop, tablet, and mobile in React-based, WordPress, custom-theme, and plugin environments.
- Product-to-development translation** - Converted product goals, customer needs, and technical constraints into user flows, interaction patterns, responsive interfaces, and production-ready developer handoffs.
- Reusable systems** - Built component libraries and reusable UX patterns that accelerated future production and improved consistency across digital products.
- Client and design leadership** - Led client presentations, usability reviews, and design critiques, communicating rationale and converting feedback into experience improvements and final UI.

Product Designer / Web Developer

Bedstone Creative | Remote / Maryland | January 2020 - September 2021

- Business impact** - Designed and developed a complete eCommerce platform generating more than \$3M in annual revenue, connecting product design, conversion strategy, and hands-on technical implementation.
- Customer journeys and product flows** - Created customer journeys, marketing funnels, product flows, responsive UI layouts, and custom modules aligned to customer needs and business objectives.
- Component-driven implementation** - Developed WordPress themes and WooCommerce extensions, bridging product design decisions with HTML, CSS, and production implementation.

Art Director & UI Designer

FCI Promos | Nashville, TN | January 2017 - April 2021

- Team leadership and management** - Led design and creative teams, managed priorities and delivery, and maintained quality across concurrent client and production work.
- Visual and product direction** - Directed brand identity, visual design, digital experiences, and UX/UI for promotional platforms, connecting creative strategy with clear and usable customer experiences.
- Stakeholder and client leadership** - Led client-facing design initiatives and presentations while balancing creative direction, feedback, scope, deadlines, and production requirements.

Earlier Design, Web Development & Management Experience

Additional Experience | 2008 - 2017

- Progressive design and technical foundation** - Built broad experience across visual communication, responsive web design, branding, front-end development, client delivery, and management responsibilities.
- Leadership foundation** - Held managerial responsibilities across earlier roles, contributing to 9+ years total experience leading teams, setting creative direction, managing delivery, and supporting cross-functional execution.

MODERN PRODUCT TOOLKIT

DESIGN & RESEARCH	Figma Adobe XD Wireframes Interactive Prototypes Journey Mapping Usability Testing Discovery Workshops
AI-ENABLED WORKFLOW	ChatGPT Gemini Replit GitHub Copilot Higgsfield AI-assisted research, ideation, prototyping, and build acceleration
ENGINEERING & PLATFORM	ServiceNow App Engine React HTML CSS WordPress WooCommerce Component-driven delivery
DELIVERY	Agile / Iterative Delivery Design Reviews Developer Handoffs Stakeholder Presentations Cross-Functional Collaboration

EDUCATION

Bachelor of Arts	Columbus State University Columbus, GA 2004 - 2008
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