BRIAN WILLIAMS

Design Leader · Product Design · Creative Direction · Team Building · Delivery

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SUMMARY

Hands-on design leader with 15+ years across product design, creative direction and front-end development. Hired and mentored seven designers, kept 30–40 creative projects moving at peak, and led a design team on three Department of Defense applications now used by 500+ people, whose direction leadership adopted as the program standard. I build teams that ship, set the quality bar and stay close to the work. Targeting Design Manager, Head of Design and Design Director roles.

HIGHLIGHTS

- Hired, trained and mentored 7 designers; built onboarding and critique practices that moved designers into ownership.
- Led a design team on 3 shipped DoD applications for 500+ users; leadership adopted the team's direction as the program standard.
- Directed creative for two brands while prioritizing 30–40 concurrent projects with final quality sign-off.

EXPERIENCE

Lead Product Designer & Front-End Developer · Seneca Resources Jun 2022 – Present

EY · U.S. Department of Defense engagement

- Own design direction across three production ServiceNow applications serving 500+ users; establish workflow models, visual guidelines and information hierarchy.
- Created reusable designs and source code requested by engineers in other departments; led walkthroughs to help them apply the guidelines and interaction patterns.
- Managed up to three designers on the largest application as they extended my established patterns, while retaining ownership of new record pages and design direction.
- Led discovery and test-group feedback calls, defended design decisions and implemented revisions to page hierarchy, objects, states and access; partnered with lead developers on larger technical issues.
- Contributed to end-to-end processing falling from a reported pre-application 1–2 months to a dashboard-observed 1–2 weeks through digital workflows, shared context and faster assignment.

Senior UI/UX Designer · Gaslight Media Jun 2021 – Jul 2022

- Designed and built 10 client projects end to end as sole designer-developer: UX, information architecture, visual design, responsive front-end and launch.
- Restructured a 20+ page statewide parks and commerce site into task-based navigation and reusable page templates.

Product Designer / Web Developer (Contract) · Bedstone Creative Jan 2020 – Sep 2021

- Designed and developed three websites as sole designer-developer, including the eCommerce site for a $3M+/year retail business.
- Mapped customer journeys and built custom WordPress themes and WooCommerce extensions; owned QA and launch.

Art Director & UI Designer · FCI Promos Jan 2017 – Apr 2021

- Built the design team: hired, trained and mentored 7 designers, with onboarding that moved new hires from observing standards to owning production.
- Directed creative for two brands (promotional marketing and screen-print production) and owned final design approval and production quality.
- Ran prioritization for 30–40 concurrent projects at peak, balancing team capacity, production dependencies and deadlines.
- Led the website and digital marketing that supported lead generation; presented creative strategy to owners and executives.

Earlier experience: Digital design and front-end development, full-time and freelance, 2008 – 2017.

SKILLS

Leadership: Hiring, onboarding, mentoring, critique, design reviews, capacity planning, prioritization, final creative approval, executive presentations

Product design: Discovery, journey mapping, information architecture, interaction design, prototyping, design systems, design QA

Creative: Brand identity, art direction, marketing creative, print production

Delivery: Agile/Scrum, cross-functional collaboration with engineering and QA, stakeholder management

Tools: Figma, Adobe Creative Cloud, Storybook, HTML, CSS, React, WordPress, ServiceNow App Engine

EDUCATION

Bachelor of Arts, Art (Graphic Design) · Columbus State University

PORTFOLIO

- DoD workflow modernization (3 shipped apps, 500+ users): bwilliamsfolio.com/work/enterprise-workflow-modernization
- Orbit: request workflow, working prototype: bwilliamsfolio.com/work/orbit-operations
- Vector: readiness analytics, working prototype: bwilliamsfolio.com/work/vector-readiness
- Nexus: role-based case record and design system: bwilliamsfolio.com/work/nexus-case-management
- All case studies: bwilliamsfolio.com/work