BRIAN WILLIAMS

Staff Product Designer · Enterprise UX · Complex Workflows · Design Systems · Front-End

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SUMMARY

Product design leader with 15+ years across UX/UI, visual design and front-end development. Own design direction across three shipped DoD applications serving 500+ users. Created workflow patterns and visual guidelines reused by other departments, guiding their engineers through adoption. Combine discovery, interaction design, user testing, mentoring and custom ServiceNow implementation. The application reduced end-to-end processing from a reported 1–2 months to a dashboard-observed 1–2 weeks.

HIGHLIGHTS

- Shipped 3 enterprise applications for 500+ users in a DoD program, replacing paper and email handoffs with tracked digital workflows.
- Created patterns adopted by program leadership and reused by other departments; guided engineers through designs and source code.
- Owned new workflows and page hierarchy; managed up to 3 designers extending my patterns. Earlier hired and mentored 7 designers as Art Director.

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.
- 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.
- Created reusable designs and source code requested by engineers in other departments; led walkthroughs to help them apply the guidelines and interaction patterns.
- Designed role- and state-dependent pages, sortable work queues, quick selection and bulk assignment; adapted ServiceNow through custom CSS and front-end code.
- Proposed persistent discussions and live messaging within records; designed availability, backup coverage and historical record access to support continuity.
- Designed custom analytics interfaces showing processing time, workload, record status and activity using ServiceNow analytics.
- 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.
- 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.

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

- Hired, trained and mentored 7 designers; set creative standards and owned final design approval.
- Prioritized 30–40 concurrent projects across two brands spanning promotional marketing and screen-print production.
- Led visual identity, website and digital marketing that supported lead generation; presented creative to owners and executives.

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

SKILLS

Product & UX: Product discovery, user research, user interviews, journey mapping, information architecture, interaction design, wireframing, prototyping, enterprise UX, complex workflows, data-heavy interfaces, role-based UX, legacy modernization, accessibility, design QA

Design systems: Figma components, variants and variables, design tokens, Storybook, reusable patterns, documentation

Build: HTML, CSS, React, responsive front-end, ServiceNow App Engine, WordPress, WooCommerce

Leadership: Design leadership, mentoring, design reviews, stakeholder presentations, Agile/Scrum, cross-functional collaboration with product and engineering

Tools: Figma, Adobe Creative Cloud, Storybook, GitHub Copilot, ChatGPT, Gemini, Replit

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