

Joan Lin Williams

Product Designer

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Work Experience

UX & Visual Designer, Front-End Developer, Self-Employed

SEATTLE, WA | AUG 2018 - SEPT 2020

- Full-time freelancer bolstering companies' with UX design, visual design, and web
- Clients included NorthClad, Hacker Agency, JLL, and University of California Irvine

Global Web Designer, Front-End Dev, Össur HQ Global Web Team

REMOTE FOR TEAM IN REYKJAVÍK, ICELAND | OCT 2017 - JUN 2018

- Spearheaded research, design, code for landing pages, microsites with global reach
- Developed relationships with customer service, sales, clinical to understand users
- Collaborated with engineers, PMs, MarCom, education, executives in 20+ markets
- Increased returning web traffic by over 10% through improving beneficial content
- Tripled internal customer satisfaction and resolved over 30% of critical issues, projects

Americas Visual Designer, Össur Americas MarCom

REMOTE FOR TEAM IN FOOTHILLS RANCH, CA | APR 2011 - OCT 2017

- Responsible for MarCom campaigns spanning digital, print, video, photo, web, social
- UX/UI design for landing pages, e-newsletters, forms collaborating with Web Team
- Onboarded designers and led rebranding effort for acquired products and companies
- Managed and coordinated MarCom campaigns from conception to completion
- Travel for design/sales meetings, conventions, interviews for assets and research

Recent Projects

Lead Product Designer, Launch Consulting (Capstone Advisor)

E-IAP: ELECTRONIC INCIDENT ACTION PLAN | SEATTLE, WA | JAN 2021 - AUG 2021

- Led and aligned team on visual guidelines, design systems with design workshops
- Developed design expertise on my team with demos, tips, critiques, and examples
- Recruited 50+ firefighters to establish trust and gain access to a live wildfire
- Strategized and managed moving parts to meet and exceed product design goals

Lead UX Designer, Seattle Against Slavery

PROJECT INTERCEPT OUTREACH APP | SEATTLE, WA | JUN 2020 - SEPT 2020

- Established a new culture of UX research and design on an engineering first team
- Collaborated with diverse team: UX designer, executive, PM, and software engineers
- Researched and designed v2.0 of software startup with a 4 month timeframe
- Conducted lit reviews, user interviews, and usability testing with rapid prototyping
- Attained stakeholder buy-in with design workshops and interactive presentations

Lead Product Designer, MHCI+D

XUN MUSIC BOX: KID'S TOGETHERNESS | SEATTLE, WA | JAN 2021 - MAR 2021

- Led team design workshops on branding and visual design system alignment
- Created design system, branding, and high-fidelity digital tablet interface prototype
- Prototyped via Figma, cardboard, video, Wizard-of-Oz, Arduino, HTML/CSS/JS
- Iterated and validated design with prototypes tested on both kid and adult users

Education

Masters Human-Computer Interaction + Design (MHCI+D)

University of Washington, 2020-2021

B.A. Fine Art

University of Central Florida, 2006-2009

Skills

Design	UX Research
Visual Design	Interviews
User Interface	Contextual Inquiry
UX Design, Ethics	Usability Testing
Interaction Design	Competitive Analysis
Service Design	Literature Review
Inclusive, Co-Design	Task Analysis
Fine Art, Critique	Research Synthesis
Accessibility	Journey Mapping
Rapid Prototyping	Expert Interview
Design Workshop	User Observation
User Flows	Surveys

Tools

Figma	Illustrator	Cinema 4D
Miro	Photoshop	PremierPro
Principle	InDesign	JIRA

Other Experience

UX Student Admissions Ambassador for the MHCI+D Program at UW

UX Advisory Board Member, Speaker, and Teaching Assistant for UW's UX & Visual Interface Design Certification

Visual/UX Design Guest Lecturer for Downtown School H.S. Summer Camp

Certifications

2019 - UX & Visual Interface Design
2017 - JavaScript
2016 - Front-End Web Development
(all from University of Washington PCE)

Organizations

Toastmasters	UXPA
Puget Sound Sig Chi	Hexagon UX