Philip Williamson

Experience Designer
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I love making things that work

My 10+ years in UX design has given me a full spectrum of skills, from user research to pixel-perfect UI design, from wireframes and prototypes to information architecture, SEO, and content writing. I have empathy for people that helps build consensus across my teams and when collaborating with clients, stakeholders, and customers.

Tools & Platforms

- Sketch, Qualtrics, Adobe Target, Sessioncam, OptimalSort, Invision, Axure RP, Figma, Adobe Xd
- Adobe Photoshop, Illustrator, InDesign, AfterEffects, Lightroom, Autodesk 3ds Max
- WebEx, Skype, JIRA, Trello, MS Office, Excel, Word, Powerpoint, Sharepoint
- Agile processes, Design Thinking, Task Analysis, Design Systems, User Journeys, Personas
- Mac, Windows, iOS, Android, CMS systems (Netsuite SuiteCommerce, Wordpress, Joomla, etc)

Experience

UX Lead / Product Designer

Wells Fargo   San Francisco, CA   Jun 2019 – Present

Product designer on the scrum team responsible for home lending and personal loans pages on the public site, as well as the scrum translating the secure site to Spanish. The bank's public site traffic is in the hundreds of millions per month.

- Agile scrum work: writing user stories, tactical design changes, working with front end dev.
- Reorganizing the Home Lending pages on the public site, backed by user and data research.
- Designing and testing a solution to the problem of middle initials in Spanish language forms.

CX Manager

McKesson   San Francisco, CA   Nov 2016 – Jun 2019

Information Architect and UXer on an enterprise-level B2B digital transformation team. McKesson is the leading pharmaceutical distributor in the U.S., and provides software and services to the health-care industry. McKesson was number 5 on the Fortune 500 in 2017.

- UX/UI consulting and design for several business units: module designs and user flows for pharmacy management software; savings calculators; IA research and redesign for a secure site.
- Led the public site information architecture redesign of content and menus. User testing, page organization, anchor text naming. Testing showed the new IA to be much more intuitive.
- Hands-on UX research: customer interviews, Qualtrics survey feedback monitoring, card sorting.

- Led the McKesson-wide UX team meetings.
- Organized, redesigned, and maintained the two highest-traffic pages, Contact Us and Logins.

Senior UX/UI Designer

Core Brands (*Nortek Security and Control*)   Petaluma, CA   Jun 2012 – Aug 2016

Sole UX designer for a manufacturer of Smart Home products, audio/visual hardware, and architectural speakers. My work helped the digital transformation of the business into an e-commerce company.
- UX lead for the B2B customer portal, from design document to micro-interactions.
- UX/UI design for hardware-connected audio, home control, and power management apps.
- Completely redesigned our customer-facing pricelists, invoices, and transactional emails.

Web Designer / UX Designer

Gearbox Studios / Specialty Toys Network   McMinnville, OR   Aug 2007 – Jun 2012

Specialty Toys Network is an SAAS e-commerce platform for independent toy stores. I did front-end web design, and UX/UI work on the platform. I also used my 3D and print experience on various projects.
- Designed 99 unique toy store websites, working directly with store owners.
- Improved the platform, making it easier to add and edit products, or set up shipping options.
- Taught tech-averse people to manage an e-commerce site and use good SEO tactics.

Freelance Design   Jun 1996 – Jun 2016

Varied over the course of my career: mobile app UX/UI, logo and identity design, 3D modeling and character animation, and an award-winning website for the Smithsonian Institution.

Art Director / UI Designer

LifeLike Productions (*for Sony SCEA*)   Sausalito, CA   Feb 1998 – Aug 2005

LifeLike made every Sony PlayStation and PlayStation 2 demo disc for the lifecycle of both consoles. This included discs in magazines, kiosks in Best Buy and Toys R Us, and discs packed in with new consoles.
- Designed and art directed hundreds of different animating interfaces for PlayStation and XBox.
- Worked successfully to multiple overlapping monthly and quarterly deadlines, as well as designed most of the short-turnaround projects for clients such as Nickelodeon, Ubisoft, etc.
- Created a new company logo and identity system.
- Changed our internal culture so that we only showed the customer very clean visuals, which improved our client relations, and resulted in a long-term contract with Sony.

Education

BA Studio Art   UC Santa Cruz
AA Behavioral Science   College of Marin