WILLIAM STEWART

VANCOUVER ISLAND, CANADA

Senior UX Director | User Experience

portfolio: **uxfactor.ca/**

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MY STORY OF DESIGN

I am a **proven collaborative Senior UX Design Director** and storyteller.

90s: Invented After Dark screensavers, led product & UX team -100s of millions in sales - #1 **selling software** worldwide.

2000s: Led design teams for Microsoft, Time-Warner & Netscape browser, products for **10s of millions** of users.

2008-2012: Led my own **San-Francisco based startup** (Moment). **Invented** home screen widgets.

2013-2023: Led **remote async design** teams at global companies (San Francisco, Boston, Sweden, Canada)

SKILLS

LEADERSHIP & TEAMWORK

Design Director

Inspiring People Manager

Design Mentor / Coach

Business Strategy

Storyboarding

Ideation / Brainstorming

DESIGN STRATEGY

Design Thinking

Journey Maps

Design Systems

Behavior triggers

User Research

Service Design

Public Speaker

Usability studies

DESIGN TACTICS & UI

Wireframing

Clickable prototypes

Figma Expert

Miro, JIRA, Figjam

iOS/ Android

Mobile Apps

Responsive Web

A/B Testing

WORK EXPERIENCE

DIRECTOR - UX DESIGN & RESEARCH
Appfire | REMOTE, GLOBAL

May 2022 present

- Built, led, & mentored the globally remote UX design team to radically improve value & usability of B2B SaaS apps.
- Innovated more effective & humane remote async patterns for all workers.
- Transformed design thinking, process, patterns, & team collaboration to achieve better qualitative & quantitative results from products.

SENIOR DIRECTOR - UX DESIGN STARTUP CONSULTANT
UX Factor Design | REMOTE

Aug 2021 Apr 2022

- Design management consulting to guide design teams at startups.

SENIOR UX PRODUCT DESIGN MANAGER
Wayfair | REMOTE

Oct 2020 Aug 2021

- Led design management for innovative marketing tools. Pioneered new design patterns to deliver better consistency & efficiency across teams & tools.
- Mentored teams across the org for faster cross-functional design collaboration. Improved & de-siloed design process, tools, & collaboration methods.

SENIOR PRODUCT DESIGN MANAGER
Globalization Partners | BOSTON, MA (0-1 startup remote)

Nov 2019 Jul 2020

- Directed, managed & mentored remote design team for strategic wins & tactical consistency across the entire org: product, research, flows, UI prototypes, creative.
- Transformed a global service with leading edge B2B2C design patterns. Achieved qualitative & quantitative improvements for a superior SaaS experience.
- Spearheaded workshops to empower cross-functional groups to discover, ideate, design & iterate high-value improvements.

SENIOR UX DESIGN LEADER
Schneider Electric | GRENOBLE, FRANCE (semi-remote)

Jul 2017 Nov 2019

- Remote design leader for multiple teams, guiding ideation, user flows, product design. Led the UX redesign of a high priority sales portal used in 68 countries.
- Revolutionized qualitative & quantitative results for an app that world's top 5 tech leaders depend on to keep the world's data centers working.

SENIOR PRODUCT DESIGN MANAGER
Bambora Payments | STOCKHOLM (semi-remote 0-1 startup)

Oct 2015 Feb 2017

- Design manager for North American team & strategy leader for global team.
- Mentored & coached designers, transforming design process for research, journey maps, personas, & testing. Improved global onboarding flows. (B2C & B2B SaaS)
- Boosted mobile app onboarding 10x - qualitative & quantitative improvements. Slashed shopping cart abandonment by 22% & pay form setup by 73%.

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EDUCATION

COGNITIVE & DESIGN LEARNING

Cognitive psychology
Personas
Gamification
Habit Design
HCI & visual design
Expert Systems
CSS + HTML
Information Architecture
Interaction Design

CONTROL SYSTEMS ENG
Fanshawe College

Optimized feedback loops
Robotics
Creative problem solving
Iterative design & test cycles

AWARDS & RECOGNITION

Figma Expert Advocate   2021-23

Feature designer in AIGA   2019
Magazine

Featured in Design   2014-2018
Museums
Rotterdam, Mountain View, New York

Expert UX Book Reviewer   2017
Elsevier - Observing the User Experience

Granted design patent   2009-2015
Homescreen widgets - used by over
2 billion daily users

PC World - World Class Award   2001
Design of #1 Best B2C Utility software

Portfolio & references:
uxfactor.ca/cases

WORK EXPERIENCE   *(continued)*

UX DESIGN MANAGER
Complia Health | VICTORIA

May 2016
Dec 2016

- Pioneered agile redesign of a global healthcare portal with accessible UX patterns to improve service quality for diverse users from USA, Canada & Australia.
- Slashed B2C support costs ~38% - call volume reduced 85%.

SENIOR UX ARCHITECT
Province of B.C. | VICTORIA

Jan 2013
Oct 2015

- Managed design activities to boost quality of the BC Corp Registry portal. Directed redesign that radically simplified consumer access to information.

HEAD OF UX DESIGN & FOUNDER
Moment USA | SAN FRANCISCO, REMOTE (0-1 startup)

Apr 2008
Aug 2012

- Built & managed a large B2C cross-functional design team to ideate, research, design, prototype & validate monetized social story sharing.
- Transformed social photo-sharing by inventing a powerful collaborative storytelling system. Used high level vision to redefine problems & goals.
- Hired rock-star C-level execs from Adobe, Second Life, DivX & LucasArts. Acclaimed by Apple founder Steve Wozniak.
- Invented & patented homescreen widgets used by over 2 billion users.

UX DESIGN MANAGER
Microdivision | NEW YORK, REMOTE (0-1 startup)

May 2007
Apr 2008

- Managed cross-functional design team to transform a video learning concept into a valuable & monetized consumer education platform.

UX DESIGN MANAGER
Time Warner/ Netscape | VICTORIA & DULLES, VA

Apr 2002
Apr 2006

- Directed B2C design team for many successful high-profile products, including the Netscape web browser. Iterated with research & usability test feedback.
- Negotiated $11M worth of high-profile work from Time Warner & Netscape. As client liaison, led successful presentations & ideation.
- Grew profit 40x for the firm as cross-functional team lead & bus dev liaison.

UX DESIGN LEAD
Microsoft | REDMOND, WA (semi-remote)

May 2000
Mar 2002

- Led team redesigning Microsoft B2C tools & apps used by 250M+ consumers.
- Brainstormed & validated design improvements for Windows UI challenges, such as videoconferencing with the Microsoft Connection Wizard.

VOLUNTEER EXPERIENCE

INSTRUCTOR / LEADERSHIP MENTOR
Dynamic Defense

Nov 2001
present

- Mentored master-level leadership team to teach confidence & self defense.
- Led redesign of online-learning system. Slashed instructor prep by 96%. Boosted student scores 21% while advancing students 38% quicker.