

WILLIAM STEWART

VANCOUVER ISLAND, CANADA - PST time zone
UX Design Director | User Experience

portfolio: uxfactor.ca/
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MY STORY OF DESIGN

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

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.

2013-2024: 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

- Directed, & mentored a globally remote UX design team, growing from 3-12 to radically improve value & usability of SaaS apps.
- Transformed usability & satisfaction 4x for top-selling products with reusable patterns created with the full user-centered design process.
- Empowered better qualitative & quantitative results by leading improved design thinking, process, patterns, & team collaboration.

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 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 2021-24

Feature designer in AIGA Magazine 2019

Featured in Design Museums 2014-2018
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 1 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 May 2016
Complia Health | VICTORIA 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 Jan 2013
Province of B.C. | VICTORIA 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 Apr 2008
Moment USA | SAN FRANCISCO, REMOTE (0-1 startup) 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.

VOLUNTEER EXPERIENCE

INSTRUCTOR / LEADERSHIP MENTOR Nov 2001
Dynamic Defense 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.