

WILLIAM STEWART

VANCOUVER ISLAND, CANADA

Product Design Director | User Experience Orchestrator

portfolio: uxfactor.ca/

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EXECUTIVE PROFILE

A proven, outcome-focused Product Design Director, **strategist, & player-coach team leader** specializing in scaling remote design & driving quantifiable business transformation. I leverage expertise in Design Strategy, AI integration, & cross-functional leadership to improve designer performance, accelerate time-to-value & achieve massive revenue generation.

- Led teams that delivered a **+\$41M increase in Annual Recurring Revenue (ARR)** & orchestrated organizational change leading to **300% faster time-to-value** across complex B2B and SaaS portfolios.
- Seeking **long-term** product design leadership role.

CORE COMPETENCIES

DESIGN STRATEGY: Design Leadership, Vision Setting, Scaling Design Systems, User-Centered Design (UCD), Organizational Development, Digital Transformation, User Research, Usability Testing, Design Thinking, AI Design

BUSINESS ACUMEN: Revenue Optimization, Growth Metrics, B2B/B2C SaaS Transformation, Cross-Functional Orchestration, Executive Decision Support, P&L Accountability, Go-to-Market Strategy

LEADERSHIP & MENTORING: Global Remote Team Building, Inspiring People Management, Resource Allocation, Mentoring & Coaching, Process Improvement, Change Management, Public Speaking

PROFESSIONAL EXPERIENCE

DIRECTOR: DESIGN ORCHESTRATION | *UX Factor Design*, REMOTE Aug 2025 - Present

- Orchestrated UX strategy, research, & design at **high-growth AI-powered startups** for SaaS apps & crypto.

DIRECTOR OF PRODUCT DESIGN | *Appfire*, REMOTE, GLOBAL May 2022 - Sep 2025

- **Drove a strategic increase in ARR by +\$41M** for top SaaS apps with director-level strategy and execution. Radically improved customer value & **improved time to value by 4x** for top apps.
- **Scaled a global design team** from 3 to 13 people, directing & mentoring the remote team to improve (avg 55%) quantitative results with data-driven design strategy for Atlassian, Microsoft, Salesforce, & monday.com.
- Orchestrated transformation of branding, usability, & time to value 4x by integrating AI & reusable, accessible design system.

SENIOR PRODUCT DESIGN MANAGER | *Wayfair*, REMOTE Oct 2020 - Aug 2021

- Led design for 6 marketing tools (avg 45% better usability). Mentored 4 teams for faster cross-functional collaboration.
- Pioneered Figma use org-wide with 12 new design system patterns. Improved & de-siloed design process, tools, & patterns.

SENIOR PRODUCT DESIGN MANAGER | *Globalization Partners*, BOSTON Oct 2019 - Aug 2020

- Led design strategy that reduced time to expand into a country **from 9 weeks to 25 minutes** - a radical operational gain.
- Directed organizational transformation of global SaaS products, achieving **300% faster time to value**, simplified **89%** of user tasks with design system & AI automation patterns.
- Built & mentored 0-1 design team to collaborate cross-functionally with 7 product teams, delivering strategic wins across the org.

PRINCIPAL PRODUCT DESIGNER | *Schneider Electric*, REMOTE Jul 2017 - Oct 2019

- Improved results (~120% quant) for a mission-critical data-center app used by Mag7 tech leaders.
- Design leader for 4 teams, guiding ideation & user flows. Led the UX redesign of a high priority sales portal used in 68 countries.

SENIOR PRODUCT DESIGN MANAGER | *Bambora Payments & Complia Health*, REMOTE May 2015 - Jul 2017

- Boosted mobile onboarding **10x** - qualitative & quantitative improvements. Slashed shopping cart abandonment by **22%** & pay form setup by **73%**.
- UX strategy leader for global team, transforming B2B & B2C SaaS design processes, & mentoring designers in 5 countries.
- Slashed support costs ~38%. Call volume reduced 85%. Improved accessibility & competitive value of global healthcare app.

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PROFESSIONAL EXPERIENCE

(continued)

SENIOR UX ARCHITECT

| *Province of B.C.*, VICTORIA, BC

Jan 2013 - May 2015

- Led radically improved design of BC Corp Registry portal & 12 govt web portals, enhancing citizen access & usability.

PRODUCT DESIGN DIRECTOR/ FOUNDER

| *Moment USA*, SAN FRANCISCO, REMOTE (0-1 startup)

Apr 2008 - Dec 2012

- Transformed photo-sharing into a lucrative collaborative storytelling system for B2C & B2B.
- Hired & managed cross-functional 8-person design team to research, design, & test ground-breaking monetized social story sharing with 5 major user groups.
- Built the company vision & attracted senior executives from Adobe, Apple, & LucasArts, achieving acclaim from Steve Wozniak.

VOLUNTEER EXPERIENCE

INSTRUCTOR / LEADERSHIP MENTOR

| *Dynamic Defense*

current

- Mentored master-level kung fu students & 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.

EDUCATION

Control System Engineering | *Fanshawe College* - Robotics, Optimized feedback loops & testing, Divergent problem solving

WORKPLACE LEARNING : Cognitive psychology, Personas, Sales Funnels, Gamification, Habit Design, HCI & visual design, Expert Systems, User Research Methods, Information Architecture, Interaction Design for AI

AWARDS & RECOGNITION

- Homescreen widgets patent: Invented & patented homescreen widgets, > 1B DAU
- Figma Expert Advocate (2021-2025)
- Feature Designer in AIGA Magazine (2019)
- PC World - World Class Award (Design of #1 Best B2C Utility)
- Featured in Design Museums (2014-2024: Rotterdam, Mountain View, New York)

Portfolio & references:

uxfactor.ca