William Wheeler

Product Designer | UX/UI Designer | Figma Expert

Fort Worth, TX • 214-208-2552 • williamwheelerdesigns@gmail.com

Linkedin: linkedin.com/in/williamwheelerdesign

Portfolio: williamwheelerdesigns.com

PROFESSIONAL SUMMARY

Product Designer with 5+ years of product design experience and 14+ years in graphic design, bringing a strong visual foundation to human-centered digital experiences. Expert-level Figma proficiency spanning interactive prototypes, design systems, and high-fidelity storytelling. Practiced in design sprints, early-stage concepting, and innovation workflows that help teams explore possibility and align around what matters. Passionate about inclusive design that creates joyful, purposeful experiences at scale, with demonstrated results improving accessibility scores (95%) and task completion rates (25%). Comfortable working in ambiguity and partnering across product, engineering, brand, and strategy to bring ideas to life with clarity and emotional resonance.

CORE SKILLS

Figma (Expert): Design Systems · Interactive Prototyping · Auto Layout · Component Libraries · Dev Handoff · FigJam

Prototyping & Concepting: Framer · Principle · Adobe XD · After Effects · Cursor · Lovable · Webflow

UX & Product Design: End-to-End UX · Design Sprints · Future-State Visioning · Wireframing · Interaction Design · Information Architecture · Visual Storytelling · User Research · Usability Testing · Systems Thinking · Co-Creation Workshops

Collaboration & Leadership: Cross-Functional Facilitation · Mentoring Junior Designers · Design QA · Agile/Scrum · Jira · Confluence · Asana

Best Practices: Accessibility (WCAG 2.1) · Inclusive Design · Data-Driven Iteration · Design Specs & Documentation · HTML · CSS

PROFESSIONAL EXPERIENCE

Product Designer (UI/UX) *2021 – Present* | **Graphic Designer (UI/UX)** *2012 – Present*

William Wheeler Designs (Freelance)

- Led end-to-end design sprints and future-state concepting for diverse clients, using high-fidelity Figma prototypes and interactive storytelling to align stakeholders around what's possible and what matters.
- Built and maintained scalable design systems in Figma, ensuring interface consistency across all product pages and reducing revision cycles by 20%.
- Created interactive prototypes in Figma, Framer, and Adobe XD that cut client review cycles by 40% through clear, emotionally resonant deliverables that brought stakeholders along the design journey.
- Applied systems thinking and human-centered design to synthesize user research, form hypotheses, and develop experience principles guiding solution development across diverse client projects.
- Utilized Adobe After Effects to produce animated concept prototypes, accelerating feedback loops and helping teams visualize future-state experiences during reviews.
- Mentored junior designers on craft standards, interaction design principles, and accessible, inclusive design practices across web and mobile platforms.

Product Designer (Contract) | **LifeLab**

- Redesigned the District Admin Dashboard for a K–12 life skills LMS in Figma, delivering a high-fidelity principal/counselor-facing concept that surfaced key implementation metrics at a glance and dramatically reduced visual complexity.
- Built a companion mini design system covering color tokens, typography scale, card styles, chart styles, and button/input components to ensure a consistent, on-brand UI aligned with LifeLab's human, modern aesthetic.

- Restructured information hierarchy and applied plain-language principles to eliminate data intimidation for busy school leaders, making implementation status, student competency coverage, and priority actions immediately scannable in under 10 seconds.

UX/UI Designer (Contract) | **UX Foundations**

- Led end-to-end product design for a Behavioral Health Services platform, establishing a comprehensive Figma design system across 28 pages, balancing creative exploration with scalable, practical delivery.
- Ensured full WCAG 2.1 accessibility compliance, delivering inclusive, joyful experiences across all user touchpoints, reflecting a deep commitment to designing for all people.
- Prototyped high-fidelity, user-tested designs in Figma that drove a 25% improvement in task completion rates, using data and insights to set direction and communicate design decisions.
- Produced detailed wireframes and interaction specs that reduced iteration time by 30% and streamlined engineering handoff with a 6-person cross-functional team across sprint cycles.

Web Designer (Contract) | **Powderkeg**

- Redesigned Teel Plastics' responsive website in Figma, increasing lead generation by 25% through clearer information architecture, refined visual storytelling, and strategic CTAs.
- Reworked navigation hierarchy and interface components to align with WCAG accessibility guidelines, achieving a 95% accessibility score.

Senior Graphic Designer | **Zilla Wraps (Full Time)** *2014 – Present*

- Managed 20–30 concurrent design projects using Asana for workflow tracking, consistently delivering high-quality work while collaborating across teams in a fast-paced, deadline-driven environment.
- Developed a reusable template library that reduced production time by 40% and improved output consistency, reflecting a systems-thinking approach to creative operations.
- Created promotional materials that expanded brand reach by 30%, generating $50K+ in new client business within 9 months through compelling visual communication.

EDUCATION

Bachelor of Fine Arts, General Studies | University of North Texas
Dean's List Honors

CERTIFICATIONS

Google UX Design Certification | Coursera/Google
Figma Mastery | Adrian Kuleszo
Essential User Experience Design | Daniel Scott
Webflow Essentials | Daniel Scott
HTML & CSS | Scrimba · SoloLearn · Codeliber