

Aya Williams

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SENIOR PRODUCT DESIGNER

Design leader with 8+ years of experience driving user-centered solutions from concept to shipment. Proven track record of simplifying complex challenges into impactful experiences through data-driven design, user research, and cross-functional collaboration. Passionate about leveraging design to improve people's lives and drive measurable business outcomes.

PROFESSIONAL EXPERIENCE

Founder & Principal Product Designer

SWURL LLC | November 2016 - Present

Leading end-to-end product design strategy for digital health and wellness platforms

Product Design & Innovation:

- Led product design projects from opportunity identification through launch, focusing on user engagement and business impact
- Conducted user interviews, A/B tests, and surveys to inform design decisions and validate solutions
- Designed intuitive experiences across mobile, desktop, and responsive web interfaces
- Built and maintained scalable design systems ensuring consistency across client projects

Cross-functional Leadership:

- Partnered with engineering teams and product managers to align designs with business objectives and technical constraints
- Led design sprints and facilitated workshops to drive alignment on product vision
- Mentored junior designers, helping them develop strong interaction design and user research skills
- Advocated for design excellence and user-centered practices across client organizations

Senior Product Designer & Design Team Lead

Paychex | January 2021 - November 2023

Directed UX transformation for enterprise financial platform

User Experience Impact:

- Led redesign of platform modernization initiative to improve user experience
- Planned and conducted comprehensive user research including interviews, usability tests, and data analysis
- Created interactive prototypes to communicate design vision and test concepts with users
- Developed vision for modernized user experience, identifying opportunities to enhance engagement

Design Leadership:

- Managed design team and established high bar for design quality
- Built comprehensive design system adopted across product lines
- Implemented structured user research program integrated into product development cycle
- Collaborated with engineers to ensure pixel-perfect implementation of designs

Lead Product Designer & Art Director

Hanson Robotics LTD. | November 2017 - May 2019

Led UX/UI initiatives for innovative AI-powered products

Design Achievements:

- Designed user experience for AI-powered applications
- Managed international design team using Agile methodology
- Established UX research practices including user testing protocols and feedback loops
- Created accessible, intuitive interfaces for diverse user populations

CORE COMPETENCIES

Design Excellence:

- User Research & Testing (interviews, A/B testing, surveys, data analysis)
- Interaction Design & Prototyping (Figma, Principle, Framer)
- Visual Design & Design Systems
- Mobile-first & Responsive Design
- Accessibility Standards (WCAG 2.2 Certified)

Leadership & Collaboration:

- Cross-functional Team Leadership
- Design Mentorship & Advocacy
- Agile/Scrum Methodologies
- Stakeholder Management
- Data-Driven Decision Making

EDUCATION

Master of Fine Arts (MFA) in Computer Graphics Design Rochester Institute of Technology

- Concentration: Human-Computer Interaction
- Thesis: "Designing Inclusive Digital Health Experiences"

Bachelor of Fine Arts (BFA) in Film/Animation/Video Rhode Island School of Design

- Focus: Interactive Design & User Experience

RELEVANT CERTIFICATIONS

- WCAG 2.2 Accessibility Certification (2024)
- AI/ML Product Management Certificate (2024) — Healthcare Applications Focus