

WILLIAM BEE

OVER A DECADE OF UX AND VISUAL DESIGN EXPERIENCE - SPECIALIZING IN DESIGN SYSTEMS, UX STRATEGY, ANIMATION AND RAPID PROTOTYPING.

BEE STUDIO • DESIGNER, DEVELOPER • 2023-CURRENT

- Owned end-to-end product + brand design across physical components, packaging, and companion app UI.
- Developed iOS (Swift) and Android (Flutter/Dart) companion apps with timers, scoring, and gameplay utilities.
- Created trailers, explainers, and performance creative for Meta + TikTok campaigns.
- Managed site + social channels; planned content and iterated based on engagement.
- Bridged manufacturing and distribution: production specs, sample reviews, sell sheets, and timelines.
- Produced 3D renders and motion graphics in Blender + After Effects.

VISTAPRINT (VISTA) • UX/UI DESIGNER, DS MANAGER • 2021-2023

- Led the design and evolution of a system with a unified visual language, clear guidelines, a UX-led perspective, and accessibility at its core.
- Collaborated closely with UX and product designers, engineers, brand designers, and product stakeholders to clarify opportunities, requirements, and constraints.
- Designed and tested components, patterns, templates, and prototypes that enabled designers and engineers to work more efficiently while creating cohesive and high-quality user experiences. Built and maintained a well-organized and comprehensive Figma UI kit.
- Participated in user research and usability testing.

GAP INC. UX/UI DESIGNER 2018-2019, DESIGN SYSTEMS MANAGER 2019-2021

- Directed development and enhancement of 35 UI components and 6 non-UI components
- Grew Sketch Library more than 400% (100 symbols to 450) to more comprehensively support 7 distinct in-store applications and two device form factors (iPod and iPad)
- Delivered and maintained comprehensive Sketch Library Catalogued 58 distinct components or templates, including design, anatomy, and usage guidelines
- Established contribution process to engage product designers, distribute efforts, and foster a sense of equity in the system
- Established new intake and validation processes for component creation and enhancement requests

METROMILE PRODUCT DESIGNER 2017-2018

- Designed and championed the Help Center and Metromile Administrative Tools features
- Mocked up wireframes, animations and hi-fi prototypes using Sketch, Invision, After Effects (Bodymovin), Abstract and Zeplin
- Worked directly with the product team and engineering counterparts to usability test and launch features and products for mobile and web
- Utilized Fullstory to understand user painpoints and usability metrics

TRADECRAFT PRODUCT DESIGNER 2016-2017

- Consult clients to develop project scopes, timelines, and expectations
- Conduct user and usability testing for product optimization
- Design wireframes into low-fi mockup into hi-fi prototypes

Oregon State University 2007-2011
BFA Liberal Arts degree - Graphic Design