

WILLIAM BEE

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Product Designer (Design Systems) Governance • Tokens • Components • Adoption

Design Systems and Product Design leader with 10+ years building and scaling foundations, component libraries, and governance across mobile and web. Strong cross-functional partner to engineering and product, with experience implementing design tokens in code and Figma, publishing documentation systems, auditing libraries for alignment, and driving adoption through clear standards and reusable patterns.

Core: Design systems, governance, tokens, components, foundations, accessibility (WCAG), UX strategy, interaction design, prototyping, documentation, adoption enablement

Tools: Figma, Sketch, After Effects (Lottie/Bodymovin), Jira, Confluence/Notion, Storybook, Airtable, Usertesting, Quantum Metrics, Google Analytics, Blender, Adobe Illustrator

Methods: usability testing, design QA, library health, audits, research synthesis

[BEE STUDIO] DESIGNER/DEVELOPER (2023–PRESENT)

- Built and tested paid acquisition creative + landing page funnel generating 480 sign-ups in the first month, with ~50% landing page CTA click rate and ~5% conversion to VIP sign-ups and reservations.
- Designed and developed companion app experiences across iOS (Swift) and Android (Flutter/Dart), supporting timer/scoring and gameplay utilities.
- Produced motion/3D assets and marketing creatives for social and paid channels; iterated messaging and layouts based on performance signals.
- Managed end-to-end product presentation assets (sell sheets, timelines, launch-ready creative) across digital and physical touchpoints.

[VISTAPRINT] UX/UI DESIGNER, DESIGN SYSTEMS MANAGER (2021–2023)

- Co-led the evolution of the Swan design system and launched the MX design system, scaling shared foundations and components across product surfaces.
- Shipped the first public design systems documentation experience for Vistaprint, establishing a single source of truth for usage guidance, standards, and adoption.
- Partnered with engineering to implement design tokens in code and Figma, defining token taxonomy and porting naming conventions into shared libraries.
- Led an audit of 99 component-library designs to identify inconsistencies, align patterns, and drive system convergence.
- Defined documentation patterns (anatomy, usage, do/don't, implementation guidance) to reduce design drift and improve clarity across design and engineering.

[GAP INC.] UX/UI DESIGNER → DESIGN SYSTEMS MANAGER (2018–2021)

- Led the evolution of a cross-product design system: delivered 35 UI components and 6 non-UI patterns to support product consistency at scale.
- Scaled the design library 400% (100 → 450 symbols) to support 7 in-store applications across iPod and iPad form factors.
- Authored and maintained system documentation for 58 components and templates, improving discoverability and reuse.
- Built contribution and validation workflows to distribute ownership and improve system reliability through governance.
- Partnered with product and engineering to translate requirements into reusable patterns and drive adoption.

[METROMILE] PRODUCT DESIGNER (2017–2018)

- Designed key product experiences including Help Center and Admin Tools, partnering with product and engineering from discovery through launch.
- Produced wireframes, high-fidelity UI, interactive prototypes, and motion specifications using Sketch, InVision, and After Effects (Bodymovin/Lottie).
- Used FullStory to identify UX friction and inform iterative improvements based on observed behavior.

B.F.A., Liberal Arts — Oregon State University