

# William Pak

UX DESIGNER

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[williampak.com](http://williampak.com)

Creative designer passionate about UX with a background in architecture and practical applications of design principles. This foundational knowledge, combined with hands-on experience building websites for small businesses, has fueled a career transition into UI/UX.

## UX AND WEB DESIGN PROJECTS

**Founder and Principal Designer, *Web Palette Media, LLC*** March 2024—Present

Builds and scales a web design agency specializing in custom B2C websites and UI/UX design, leveraging Figma, Webflow, and Adobe Creative Suite.

Conducts user research and rapid prototyping to guide UI/UX solutions for clients, applying data-driven insights that increase business visibility and growth.

**UI/UX Designer, *Unia Games*** March 2026—Present

Designs information architecture, user flows, design systems, wireframes, and high-fidelity prototypes for *Echoes of Void*, collaborating with a team of 16.

Strong focus on accessibility design through implementing high-contrast modes and screen readers to allow visually impaired and blind players to experience the game.

**Lead UX Designer, *Step Up Games*** February 2026—Present

Leads UX design for an unannounced game project within a team of 13 artists and developers.

Creates end-to-end design of sitemaps, style guides, wireframes, and high-fidelity prototypes supported by user research and feedback.

## PROFESSIONAL WORK HISTORY

**Manager, *Golden Cow Creamery*** April 2024—Present

Manages the Uptown store of Golden Cow Creamery independently, ensuring smooth operations through cash flow oversight, customer feedback, inventory management, and communication.

**Landscape Designer, *Pond and Company*** September 2023—March 2024

Designed compelling renderings, infographics, and public engagement materials to communicate park design concepts to stakeholders and clients.

Created precise construction documents and site plans using AutoCAD and GIS, ensuring compliance with project requirements and client specifications.

## CERTIFICATES

**Google UX Design Professional Certificate** November 2025

The Coursera program included user research, wireframing, prototyping, testing, and AI integration.

## EDUCATION

**Bachelor of Arts in Architecture**

University of North Carolina at Charlotte  
August 2019—May 2023

## SKILLS

Figma, Illustrator, Photoshop, Webflow, Unreal Engine, Unity, Blender  
Visual Design, Interaction Design, Usability Testing, User Research, GSAP