

Liam Willey

Senior User Experience & Product Designer

Senior UX & Product Designer with 7+ years of experience delivering user-centered solutions in complex, data-sensitive environments. I partner cross-functionally from discovery through launch to simplify workflows, improve decision-making, and drive measurable product outcomes.

[in LinkedIn Profile](#)

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EXPERIENCE

Senior UX Designer

Apr 2024 – Dec 2024

USI Insurance Services (via Experis) | Remote

USI is a top ten national insurance brokerage operating within a regulated, enterprise scale environment serving millions of policyholders.

- Contributed to a 34% increase in client acquisition and retention by redesigning a high-traffic B2B insurance quoting platform, introducing a structured Summary workflow that centralized client decisions and enabled faster, more tailored quote generation during live sales engagements.
- Reduced client meeting duration by 30–50% and lowered support tickets by 15% by re-architecting information architecture and simplifying complex, multi-market quoting workflows.
- Enabled sales teams to reclaim 8–10 hours per week by replacing manual note-taking with a persistent decision-tracking system that stored client data across sessions and supported structured underwriting handoffs.
- Established enterprise design documentation standards through unified guidelines, templates, and review rituals adopted across digital sales workflows company-wide.

UX Designer

Nov 2022 – Nov 2023

Google (via Zenith Talent) | Mountain View, CA

Google is a global technology company known for search, AI, and products used by billions.

- Increased survey participation by 43% and completion rates by 80% by redesigning Qualtrics surveys within internal data platforms, simplifying question logic and visual hierarchy to improve usability and data reliability.
- Reduced partner product approval timelines by 28% by improving UX across a B2B web platform used by external device manufacturers, reducing submission friction and aligning system feedback with partner expectations.
- Improved partner decision-making by designing real-time alerting and templated results emails within the Android Firmware Analysis Portal (AFAP), enabling faster build assessments through clearer status visibility and structured scan history workflows.

SKILLS

Leadership & Collaboration

- Stakeholder alignment
- Design strategy facilitation
- Product partnership
- Roadmap influence
- Consensus building
- Adaptive communication

Design

- Systems thinking
- Information architecture
- Design systems
- Workflow design
- Insight synthesis
- Data strategy

Research

- Usability testing
- User interviews
- User modeling
- Data analysis

Tools

- Figma
- Figjam
- Qualtrics
- Jira

- Informed near-term product roadmap decisions by leading qualitative interviews with external partners and internal stakeholders, synthesizing insights into actionable themes across complex technical workflows.

- Google Analytics

Product Designer

Renovation Exchange | Remote

Mar 2022 – Nov 2022

Renovation Exchange is an early-stage property-tech startup building AI-powered software to streamline renovation lending by connecting lenders, contractors, and homeowners through standardized estimates, documentation, and loan workflows.

- Increased user satisfaction by 50% by leading a full product redesign, simplifying core financing workflows and refining interface patterns to deliver a smoother, more intuitive end-to-end experience.
- Improved product decision making by synthesizing user research, pain point analysis, and behavioral insights into clear design direction, aligning stakeholders around validated user needs.
- Enabled scalable MVP delivery by establishing brand guidelines and a Material Design-based UI system, defining reusable patterns that supported rapid iteration and future feature growth.
- Informed roadmap prioritization by translating AI-generated contractor estimates into standardized lender-ready components, clarifying opportunities for automation, accuracy, and faster approvals.

EDUCATION

General Assembly

Full Immersive UX/UI
Design Certificate

Actualize

Full-Stack Bootcamp
Certificate

San Jose State University

Philosophy Studies,
Coursework Completed

UX Designer

Apple (via Aumkaara Inc.) | Remote

Mar 2021 – Mar 2022

Apple is a global technology company known for its innovation hardware, software, and integrated ecosystem.

- Strengthened workflow efficiency and decision clarity by leading UX design for an internal machine-learning system, translating probabilistic outputs and confidence signals into structured task flows and system states that supported faster, more confident execution across internal teams.
- Improved product quality and adoption by conducting 10+ usability tests and stakeholder interviews, validating design decisions and shaping feature prioritization based on real-world usage constraints.
- Enabled scalable implementation by defining interaction patterns and system-level UX specifications for engineering handoff, reducing ambiguity and driving consistent adoption across internal tools.

Lead UX Designer

OrderHere | Remote

Jul 2020 - Mar 2021

OrderHere builds QR code-based ordering and payment software that helps restaurants streamline operations and deliver faster, contactless dining experiences.

- Improved first-time user adoption by leading end-to-end UX design for mobile ordering, onboarding, and branded business profile experiences, simplifying setup and reducing friction across operational workflows for restaurants, bars, and golf courses during COVID-era contactless dining.

- Increased promotional item visibility and sales by designing flexible admin tools and weekly specials workflows, reducing time to launch promotions by nearly half through reusable, validated configurations.
- Increased team efficiency and execution clarity by managing designers, delegating workload strategically, and defining milestone frameworks that supported the development of a scalable design system and reusable patterns for a polished MVP.

UX Designer

Mar 2019 – Jul 2020

InSight Labs | San Jose, CA

InSight Labs builds spectroscopy-based technology that enables food processors to measure quality parameters faster through a unified handheld device, mobile app, and management dashboard.

- Improved operational efficiency by leading UX and UI design for a spectroscopy-based handheld device, mobile application, and management dashboard, consolidating over ten manual testing processes into a single workflow for food processors and testers.
- Strengthened data-driven decision making by conducting user research and usability testing and aligning design decisions across 5–10+ client stakeholders including plant operators and leadership, translating complex measurement requirements into clear, actionable insights for management teams.

UX Designer

Mar 2018 – Mar 2019

Rebel App | Remote

Rebel App builds a fan-driven platform that helps artists identify demand, fund shows, and choose tour locations through refundable fan deposits and location-based voting.

- Clarified product positioning by leading UX and UI design for a fan-driven mobile platform, translating artist demand signals and refundable deposit flows into an intuitive experience across iOS and Android MVPs.
- Advanced MVP-to-launch execution by designing core mobile workflows, future-state features, and technical requirements, aligning artists, venues, and stakeholders around a shared roadmap and launch-ready product vision.