

Chelsea Williams

Staff Product Designer

SUMMARY

Staff Product Designer with 10+ years of experience in end-to-end product design. In recent roles, led 0→1 and enterprise-scale initiatives focused on scalable design systems, data visualization, and AI-driven experiences. Proven ability to drive measurable business impact through product strategy and cross-functional leadership.

PROFESSIONAL EXPERIENCE

Staff UX Designer

Goodleap | March 2025 - Present

- Led 0 → 1 design of enterprise roofing software to optimize the output of GoodLeap's network of 20,000 contractors
- Defined and drove product strategy in close partnership with Product and Engineering, delivering key features within 6 months
- Navigated ambiguity during major product pivot, aligning stakeholders and accelerating delivery of critical initiatives
- Built foundational design system and token architecture, enabling scalable UI development and improving cross-team consistency
- Contributed to data-driven, agentic AI roofing assistant, helping define workflows and user experience
- Led cross-functional stakeholder alignment, facilitating working sessions to balance design quality, speed, and technical constraints

Lead Product Designer

EverBright | Jun 2023 - March 2025

- Led end-to-end redesign of cross-platform app, driving 500% increase in annual traffic and 100% growth in user engagement
- Reduced customer support volume by 30% through redesign of key workflows and improved information architecture
- Led user research and usability testing, increasing comprehension of complex data models from 26% to 100%
- Influenced product and executive stakeholders through strategic storytelling and presentations
- Mentored and guided 8 junior to mid-level designers, improving output quality and strengthening design culture
- Created scalable design system and contributed to company-wide brand evolution
- Designed cross-platform, data-dense interfaces optimized for web, mobile, and tablet experiences

Product Designer, UX

Mayo Clinic | Apr 2022 - Jun 2023

- Helped ensure accessibility to our 900,000+ patients by creating accessibility-centered guides for WCAG 3.0 adherence
- Led multi-surface experience design for online user portal, increasing NPS by 10 points
- Reduced user drop-off by 22% through cross-functional collaboration with Product, Engineering, and Data teams
- Contributed to enterprise design system, providing mentorship and improving consistency across teams
- Designed end-to-end user journeys, including wireframes, high-fidelity mockups, and production-ready prototypes

Senior UX Designer

World Wide Technology | Oct 2019 - Apr 2022

- Built and contributed to scalable design systems, improving consistency and accelerating development across teams
- Lead initiatives on inclusive design, web accessibility, and gamification
- Designed user flows, wireframes, high-fidelity mockups, and production-ready prototypes
- Led Lean UX workshops, translating insights into product improvements and measurable experience gains
- Mentored junior designers and promoted UX best practices, strengthening team capabilities and design maturity
- Supported product launches by providing clear handoff documentation and hosting QA sessions
- Collaborated closely with engineering to recognize technical constraints and minimize dev rework

UI/UX Designer

Revenue River | Sep 2018 - Oct 2019

- Secured six 5-star reviews from Revenue River's clients
- Collaborated with product managers and developers in agile environment
- Utilized analytics to lead data-driven iterations on existing features
- Managed overseas team of 12 developers and provided code support
- Drove outcomes for optimal business impact through experimentation and data-driven design updates.

Web Designer & Developer

EmoryDay | Apr 2017 - May 2018

- Solved conversion issues for small to medium-sized companies through research, design, and development
- Utilized HTML, CSS, JavaScript, and PHP to build efficient WordPress development environments
- Provided logo design and custom illustration services

UX Freelancer & Developer

Fennec Creative | Apr 2014 - Apr 2017

- Designed and developed 24 SEO-optimized websites for small businesses and non-profit organizations
- Provided logo and custom illustration services to dozens of clients
- Created photo-realistic digital assets for new product concepts

www.fenneccreative.com

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SKILLS

UX / UI Design

0 to 1 Strategy and Design

Accessibility (WCAG)

AI/ML Product Design

Data Visualization

End-to-end design

Information Architecture

Interaction Design

Motion Design

Rapid Prototyping

Responsive design

User-Centered Design

Wireframing

Research

A/B Testing

Competitive analysis

Contextual Inquiry

Journey Mapping

Personas

Usability Testing

User interviews

Systems and scale

Design Systems

Enterprise Product Design

Multi-Platform Design

System governance

Leadership

Design Critique

Mentorship

Team Leadership

Workshop facilitation

Other

Front-End Development

TOOLS

Design

Figma

Sketch

Adobe Creative Suite

Prototyping

Figma Make

InVision

ProtoPie

Framer

Collaboration

Figjam

Jira

Development

HTML & CSS

JavaScript

Claude Code

Research

UserTesting

UserZoom

CrazyEgg

FullStory

Google Analytics

ACHIEVEMENTS

2024 EverBright Hackathon

Designed two award-winning projects with separate development teams to increase efficiency by improving UX of internal applications.

WWT 2019 Innovation Games

Helped win an international hackathon with over 32 competing teams by designing a dashboard for data reconciliation

EDUCATION

Five Branches University

Master's in TCM | 2010-2014

University of Wyoming

Studies in Biology | 2008-2010