

Isaiah Williams

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EXPERIENCE

Product Designer II · CapTech Consulting Jul 2025 → Present

- Designed an iPad app for a top-3 US bank that gives branch bankers a single tool for every customer conversation; drove an 18% lift in branch account sign-ups in the first three months after launch.
- Completed an internal accessibility certification, then led accessibility for the banking client, meeting WCAG 2.1 Level AA with zero failures.

Product Designer I · CapTech Consulting Sep 2024 → Jul 2025

- Sole designer on a 90-day rebuild of a top oil and gas client's low-adoption fleet fueling portal; replaced gallons and compliance percentages with dollars to match how fleet managers actually think about fuel spend.
- Delivered high-fidelity prototypes concrete enough to win unanimous sign-off from all 9 client stakeholders, closing the engagement with the redesign approved for build.

Systems Designer Co-op · Apple May 2023 → Sep 2024

- Built Merida's iOS design system from scratch, consolidating independently maintained components across 3 Apple Health Special Projects teams into a single token-based library.
- Designed privacy-compliant patterns for participant health data, partnering with Clinical and Data Science to keep requirements from breaking as the system scaled.

UI / Visual Design Intern · Apple May → Sep 2022

- Designed icons, landing page illustrations, and design system additions for Apple's Research app, shipped across the full app to millions of users and still live today.
- Prototyped motion for the Research app's interactive assets, defining distinct behaviors for each surface before engineering handoff.

Product Design Intern · Eventbrite May → Sep 2021

- Designed the Boost marketing planner, pulling Eventbrite's marketing tools into the creator dashboard instead of leaving them separate from ticketing; 12.8% of creators engaged with its recommendations after launch.
- Ran two 8-participant concept studies, finding that 6 of 8 creators viewed the calendar as a strategic planning tool rather than a scheduler; reframed the MVP as a planner with built-in recommendations.

EDUCATION

BS Interaction Design, Honors · Kennesaw State University 2023

SKILLS & TOOLS

Skills: End-to-End Product Design · Design Strategy · Design Systems · Accessibility · Information Architecture · Interaction Design · UX/UI Design · User Research · Usability Testing · Prototyping · A/B Testing · Data Visualization · Visual Design · Motion Design · Illustration · AI-Assisted Development · Cross-functional Collaboration

Tools: Figma · Sketch · Miro · Storybook · ProtoPie · Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Lightroom) · Blender · Jitter · Lottie · Cursor · Claude · GitHub Copilot · JavaScript · HTML/CSS