Will Avelar

Product Designer - UX Strategy & Workflows

Torrance, CA, 90504
(310) 760-6121
williamav16@gmail.com
https://willavelarproductdesigner.framer.website/
https://www.linkedin.com/in/william-avelar-k813/

Product designer focused on ecommerce, customer journeys, and service workflows. Combines research, interaction design, and hands-on implementation with AI-assisted workflows to accelerate exploration, prototyping, and delivery. Experience shipping improvements and collaborating remotely with business stakeholders and developers.

Skills

Design & Prototyping

Figma, UX/UI Design, Interaction Design, Responsive Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Framer

Research & Validation

UX Strategy, UX Research, User Interviews, Usability Testing, Journey Mapping, UX Audits, Competitor Analysis, GA4, Microsoft Clarity

Delivery & Collaboration

WordPress, ACF, HTML/CSS, PHP Template Editing, AI-Assisted Workflows, Developer Collaboration

Interpersonal

Stakeholder Communication, Cross-Functional Collaboration, Problem-Solving, Leadership, Adaptability

Certification

Google UX Professional Certificate

Interests

Rock Climbing, Photography, Drawing, Emerging Technology

Experience

UX Designer

June 2026 - October 2026

US Rock Corporation | Remote

- Led UX discovery and delivery, translating 98 audit findings into six themes and **shipping 32 improvements across navigation, product discovery, ordering, and mobile usability.**
- Built a commercial ordering flow and reworked homepage hierarchy and navigation to clarify purchase pathways; implemented changes using WordPress, ACF, PHP, and CSS in coordination with an external developer.
- Expanded product search through tag matching and pagination, improved mobile search access, and resolved mobile checkout display issues.
- Clarified ordering and delivery requirements across product pages, cart notices, and FAQs; established GA4 reporting and Microsoft Clarity funnels and events to evaluate customer journeys and guide prioritization.

Customer Service & UX Systems Designer

March 2025 - June 2026

French Florist | El Segundo, CA

- Audited and redesigned end-to-end retail service workflows across order intake, fulfillment, and post-purchase support by identifying systemic breakdowns through live task observation and ethnographic research.
- Translated research into standardized service flows and decision frameworks in Figma. Partnered with operations stakeholders to ship multiple system enhancements, **reducing handling time and improving consistency, cutting average resolution time by ~50%.**

Freelance Product Designer

Sep 2023 - May 2025

Betacache (Just Beta) | Remote

- Led the end-to-end redesign of Betacache.com's cross-device rock climbing video platform unifying fragmented user flows into a responsive, mobile-first experience. Used research and rapid Figma prototypes to improve content discoverability; **daily visitors grew from approximately 40 to 400 following launch.**
- Built reusable UI components and a style guide to improve consistency across the platform and marketing materials. Collaborated with developers and stakeholders to implement improvements to navigation, content discovery, and responsive layouts.

Product Designer

Sep 2021 - Nov 2023

Chubby Rice | Remote

- Designed a ground-up ordering experience concept for Chubby Rice's iOS app, translating ambiguous requirements into a structured product direction using journey mapping, wireframes, and interactive prototypes in Figma.
- Conducted interviews with 40+ target users to identify ordering pain points and inform an iOS prototype that achieved **90% end-user satisfaction in usability testing.**