

Isaiah Williams

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EXPERIENCE

Product Designer · 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, from end to end; 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.

Associate Product Designer · CapTech Consulting Sep 2024 → Jul 2025

- Sole designer on a 90-day rebuild of a top oil and gas client's fleet fueling portal customers ignored. Replaced gallons and compliance percentages with dollars.
- Won unanimous buy-in from all 9 fuel and energy company stakeholders by delivering high-fidelity prototypes that made the redesign concrete enough to commit to.

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

- Built a scalable token-based design system for Apple Health Special Projects (Merida) from scratch, adopted by multiple teams.
- Simultaneously produced and governed multiple native iOS and web design systems and toolkits. Collaborated closely with Clinical, Data Science, and Engineering teams to ensure all designs met strict health standards.

UI / Visual Design Intern · Apple May → Sep 2022

- Designed visual assets for Apple's Research app, shipped to millions of users and still live today.
- Prototyped the motion and interaction behavior of Apple Health's Research app assets in Principle, working with the product team to lock direction before handoff.

Product Design Intern · Eventbrite May → Sep 2021

- Designed a responsive third-party integration tool for the Boost team that set the groundwork for unifying Eventbrite's marketing tools.
- Ran two 8-participant studies on the Boost marketing calendar and turned findings into iterations validated with cross-platform teams.

EDUCATION

BS Interaction Design, Honors · Kennesaw State University 2023

SKILLS & TOOLS

Skills: Product Design · UX/UI Design · Information Architecture · Visual Design · Data Visualization · Usability Testing · Motion Design · A/B Testing · Illustration · Design Systems · Accessibility · User Research · AI-Assisted Development

Tools: Figma · Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Lightroom) · Blender · ProtoPie · Jitter · Lottie · Cursor · Java · HTML/CSS