

# James Williams

Design Lead

[jim.williams925@gmail.com](mailto:jim.williams925@gmail.com) | 312-221-7309

A well-structured daydreamer who has retained his childhood imagination. I meticulously attend to the smaller intricacies, earning trust to manage larger tasks. I firmly believe that utility precedes beauty in the creation of things, and this sequence should be maintained.

[jaameswilliams.com](http://jaameswilliams.com)

## Skills

### SOFTWARE & LANGUAGES

Figma	Google Suite
Sketch	Slack/Teams
Figjam	Notion
Miro	JIRA
Mural	HTML
Confluence	CSS/SCSS
Adobe Suite	VSCode

### TEAM SKILLS

Team Leadership	Humility
Visual Design	Kindness
Design Systems	Humor
Design Presentations	Listening
Communication	
Empathy	

## Education & Achievements

### CERTIFICATE IN EMOTIONAL DESIGN PSYCHOLOGY

2020

### ZYWAVE EXCELLENCE AWARD

2018

### SAINT XAVIER UNIVERSITY

CHICAGO IL  
B.A. Design

## Experience

### SPARQ

2022 - PRESENT

### SENIOR II UX DESIGN

- Design and build default components for design system
- Design lead for a cross functional team
- Lead strategy and ideation for design system development
- Mentor and onboard newly hired designers
- Cohort Leader/Manager

### PALANTIR

2019 - 2022

### SENIOR UX DESIGN & UX ARCHITECT

- Lead designer on several projects within healthcare, government and academic verticals
- Conducting UX research, sketching, low and high-res design, Front-end prototyping
- Build internal UX best practices for design discovery
- Present design decisions to client
- Create accessible design system prototypes

### GENALPHA

2018 - 2019

### LEAD UX DESIGN

- Define design and behavior of entire commerce product
- Collaborate with product owner, CTO, other stakeholders to build out UX philosophy within company
- Present ideas to current and potential clients
- Worked with off-shore development team

### ACCULYNX

2017 - 2018

### SENIOR UX DESIGN/ENGINEER

- Design and build default components for design system
- Worked as apart of a team made of developers and QAs
- Lead internal presentations on sprint work

### ZYWAVE

2014 - 2017

### SENIOR UX DESIGN

- A design leader for the product design team
- Improved the Zywave User Interface (design system) with updated components regularly
- Worked with several teams consisting of developers, business analysts and product owners. Ending on the flag ship product

## Philosophy & Current Fun

### DESIGN PHILOSOPHY

Frequently, when discussing the visual and sensory aspects of a product or website, we tend to overlook the emotional component. The lasting impact on a user's feelings, whether positive or negative, surpasses the duration of their interaction with the product. I am deeply enthusiastic about the idea of considering not only the visual appeal but also leveraging emotions to enhance user retention.

### CURRENTLY READING

Start with Why by Simon Sinek

### CURRENT MUSIC & TV

"Sunday" by Ben Rector, and almost started Yellowstone for the 8th time.

### EXERCISE

Trying on dad-bod, seeing how it feels. It's a lil tight.