

# HOLLY WILLIAMS | PRODUCT DESIGNER

[hollyrosedesigns.co.uk](http://hollyrosedesigns.co.uk) | LinkedIn: [/hollyrosewilliams](https://www.linkedin.com/company/hollyrosewilliams)

## CAREER SUMMARY:

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Graduate of a Top 100 University with over a year of experience as the lead Product Designer in a startup. I specialise in user-centred UX Designs with skills reaching into UI and visual design. I'm a results-driven, motivated individual who works well independently and flourishes in a team.

### Key skills:

- UX / CX
- UI
- Interaction Design
- Design Systems
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- Copywriting
- HTML and CSS

### Softwares:

- Figma & FigJam
- Miro
- Adobe XD
- Sketch
- InVision
- Illustrator, Photoshop, After Effects
- Canva
- Google Analytics.

## WORK EXPERIENCE:

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### Airsupply Solutions | Product Designer

01 July 2021 - Present

*Airsupply Solutions is a B2C Ed Tech startup specialising in supply teacher recruitment.*

Mobilised and managed a product team during design sprints, and directed every stage of the design process. Discussed project briefs with stakeholders, constructed wireframes and prototypes, conducted handoffs, and organised usability testing. Designed pitch decks for investment presentations.

### Key achievements:

- **Improved onboarding and fulfilment flows**, stimulating a **300% increase** in teacher users. **Slashed bounce rates by 47%** across all site pages.
- Designed a new **app calendar** which **accelerated usage by 128%** and created more **accurate role matching**. **Cut Sales calls and texts by 60%** during morning hours and saved the business **substantial costs at 6p/text**.
- **Spearheaded design sprint of a mobile app MVP** generating a **61% increase** to over **350 users** and **slashing manual involvement** of Sales staff by giving **more autonomy to schools**.
- Conceived a **new job posting process** which cut Sales workflow by **30%**.
- Established the company's first **DesignSystem**, introducing **consistency** and **accessibility** to the product and **streamlining development workflows**.
- Created **Customer Journey Maps** which were used **company-wide** as a **training** and **empathy resource**.
- **Devised** marketing videos which prompted a **50% rise** in school **registrations** at national events.

### Airsupply Tutors | Social Media Marketing Internship

01 June, 2021 - 01 July, 2021

*Airsupply Tutors is a B2B and B2C platform connecting tutoring services to primary children.*

Was responsible for creating and managing the company's first social media channels. Ideated future projects and features for the company.

### **Key achievements:**

- **Kick started the brands social media presence**, gaining over **600 interactions** and **100 followers** in 31 days. Created a range of social media assets.
- **Pioneered the brand's image**, devising the **first comprehensive set of branded assets**.
- Performed **research interviews** with **users** to **amplify their voices** and understand **pain points**.

### **ADDITIONAL ACHIEVEMENTS AND EXPERIENCE:**

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- **Tutored** Secondary students from a **variety of backgrounds** in English.
- Wrote **engaging UX articles** for publications such as **Bootcamp** and **UX Planet**, which accumulated over **1000 readers** in **2 weeks**.
- **Volunteered as a Blog Writer** for a London-based fashion brand; created **engaging branded content**.
- **Volunteered as Social Media Coordinator** for Rotherham-based children's writing charity, Grimm&Co; **increased awareness of charity events and workshops**.

### **EDUCATION:**

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**University of Sheffield | 2018 - 2021**

First Class Honours in BA English Literature.