Will Weise, UX Designer

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Experience

The Shoppe at Castle- UX Designer
January 2025- Present

- Leading comprehensive stakeholder interviews to discover critical pain points in the client scheduling process and strategically incorporating solutions into the company website redesign.
- Revamping and streamlining user flows to align with business objectives.

Ampion- Sales Executive
March 2024- March 2025

- Conducting extensive user research to understand diverse customer needs across different state markets, informing product adoption strategies and user journey improvements
- Collaborating with cross-functional teams to optimize the customer onboarding process, resulting in improved user satisfaction and reduced friction points.

Arcadia- Account Executive
January 2022- January 2024

- Lead user discovery sessions with mid-level and executive stakeholders to understand core business needs and user requirements.
- Created and iterated on presentation materials to effectively communicate product value and user benefits.

Cision- Business Development
March 2017- April 2021

- Conducted ongoing user research through client interactions to understand evolving needs and pain points in the media monitoring space.
- Designed and implemented engagement strategies based on user behavior patterns and feedback.

Skills
Strategy- Design Thinking Framework, Competitive Analysis
Research- User Interviews, User Surveys, Personas, Usability Testing
Design- Ideation, Userflows, Wireframing, User Interface Design, Low Fidelity Prototype, High Fidelity Prototype
Soft Skills- Communication, Collaboration, Adaptability, Empathy
Tools- Figma, Wordpress

Education
Towson University, Bachelor Science in Business Administration, 2015
Coursera, Google User Experience Design Certificate, to be completed in 2025