

Laura Elizabeth Williams

Product Designer

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Product designer and UX/UI design leader with 14 years of experience across web and embedded device interfaces. Increasing focus on AI-accelerated workflows to bridge design and implementation.

EXPERIENCE

Product Design Lead, Applied BioPhotonics Group in Cupertino, CA Aug 2012 – Present

Owned design across three generations of a medical device (*Classic*, *Mark II*, *Infyniti*) spanning product, UX/UI, visual, and digital work, shipping \$3M+ in annual revenue and delivering pain relief to thousands worldwide

Product Design — Classic System, Mark II, Infyniti (2013, 2015, 2021)

- Partnered with C-suite leadership and engineering to define and ship seven market-specific *Mark II* models within hardware and market constraints, achieving a 78% upgrade rate among existing affiliates
- Led *Infyniti's* UX/UI end-to-end (200+ screens, 63 icons) using personas, user flows, wireframes, and prototyping to evolve a constrained embedded interface into a dual-language design system
- Ran validation research on *Infyniti's* program naming, informing revisions to 8% of English and 24% of Chinese terms to eliminate comprehension gaps for end users

Product Ecosystem Design — Brand, web, regulatory (ongoing, 2012–Present)

- Extended the product ecosystem by building a secure, permission-based online knowledge base (WordPress, HTML, CSS), partnering with external cybersecurity experts to implement tiered user access
- Redesigned and built affiliate PetLight's responsive website, reworking navigation and flows using behavioral analytics and AI-assisted content to drive a 700% increase in qualified leads & 450% increase in monthly users
- Principal designer across the company group, delivering 100+ brand and digital assets, including 11+ websites
- Co-authored a device patent and supported multiple FDA audits, defending design decisions on-site and via regulatory design documentation

UX/UI Designer, Contract, Adventive Technology in Cupertino, CA May 2026 – Jul 2026

- Leveraged AI (Claude) to accelerate layout exploration and design iteration for a mission-critical hydrogen fuel cell operator interface, taking an initial engineering concept to a polished interactive Figma prototype
- Advocated for a larger touchscreen and negotiated layout changes with executives to preserve core operator functionality within the new screen size; final visuals now featured in investor demos driving millions in funding

LEADERSHIP & COMMUNITY

Co-Founder & Executive Board | UX Wizards in Mountain View, CA Nov 2018 – Present

- Co-founded a UX learning community, growing it to 7,900 members through 850+ design events, mentorship, workshops, portfolio reviews, and \$7,000+ in company partnerships
- Restructured leadership during a 1,600% membership increase during COVID to address volunteer pain points by introducing tiered committees, layered communication, and expanded volunteer opportunities

EDUCATION

Purdue University - **M.S. & B.S.** in Computer Graphics Technology
M.S. Interaction Design Thesis: *The Perception of Older Adults on the Apple iPhone*

SKILLS

UX/Product Design: User Research, User Flows, Wireframing, Prototyping, Information Architecture, Usability Testing, Design Systems, User Journey Mapping, A/B Testing, Heuristic Evaluation; **Visual Design:** Typography, Color, Layout, Iconography, Visual Hierarchy; **AI & Prototyping:** AI-Assisted Prototyping, Generative Ideation, Rapid Design Exploration, Prompt Engineering; **Design Tools:** Figma, Adobe Creative Suite, Affinity Suite; **Web Development:** HTML, CSS, Tailwind CSS, PHP, WordPress, Webflow