



Willis Owen Schafer

**Product Design Leader, UX Strategist,
Systems Thinker, Research-Driven Problem Solver**

WILLISO.COM

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REFERENCES

Peter Halverson

pete@aspendedigital.com

SKILLS

Design & Product

Design Systems, UX/UI, Workflow Architecture, Product Discovery, UX Strategy, Interaction Design, Prototyping, Motion/Interaction, Information Architecture, 0-1 Product Development, Enterprise-level UI

Research & Analysis

User Research, Usability Testing, Journey Mapping, Problem Framing, Continuous Discovery, Data-Informed Decision Making, Opportunity Solution Trees

Tools & Technical

Figma, Adobe CC, Prototyping Tools, Design System Ops, AI-Assisted Workflows, Cross-functional Collaboration, Agile Development

Collaboration & Leadership

Cross-functional Alignment, Clear Communication, Stakeholder Management, Requirements Definition, Mentorship, Translating Complexity Into Clarity

STUFF I LIKE

My wife

My dogs

Golf

Skateboarding

Video games

Frasier

WORK

LUMEA

Lead Product Designer | Jan. 2025 - Present

Senior Product Designer | June 2021 - Jan. 2025

Lead product designer and researcher for Lumea's digital pathology web platform. Own the end-to-end design process, from discovery and problem framing to prototyping, validation, and implementation. Built and manage a scalable design system in partnership with engineering, enabling rapid iteration and UI consistency across the product suite. Redesigned the pathologist workflow to improve efficiency and diagnostic clarity, resulting in measurable increases in speed and user satisfaction. Partner closely with product managers, engineers, and clinical experts to define requirements, shape new features, and translate complex data workflows into intuitive, AI-supported experiences.

Aspen Digital

Sr. Product Designer | May 2020 - June 2021

Led design for multiple 0-1 software launches across e-commerce, SaaS, and mobile applications. Collaborated with engineers, clients, and PMs to move early concepts into production-ready experiences. Conducted research, developed component libraries, and facilitated discovery sessions to connect user needs with business goals. Delivered end-to-end design work that improved usability, accelerated development, and established consistent quality across projects.

MRM // McCann

Digital Designer | Nov. 2019 - March 2020

Designed and directed digital experiences for global tech and healthcare clients. Worked across UX, visual systems, motion, and interaction design to create data-informed, engaging user flows. Partnered with researchers and engineering teams to translate insights into scalable product experiences and interactive prototypes that supported marketing and product initiatives.

Sundance Institute

Designer | Oct. 2014 - Aug 2019

Grew from design intern to lead festival product designer, overseeing the design system and visual language for Sundance's mobile apps, website, and ticketing platforms. Led cross-functional collaboration with developers, product stakeholders, and brand teams to modernize digital experiences while maintaining the creative integrity of the Sundance identity. Built cohesive, multi-platform experiences that supported millions of annual festival users.

EDUCATION

Graphic Design

Portland State University 2010-2014