



Willis Owen Schafer

WILLISO.COM

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801-694-3046

REFERENCES

Peter Halverson

pete@aspendigital.com

SKILLS

Design Systems
Figma (or Adobe CC)
UX/UI
User Research
Prototyping
Motion/Interaction
Continuous Discovery
Empathy
Making it happen
Appropriate humor

STUFF I LIKE

My wife
My dogs
Golf
Skateboarding
Video games
Cooking
Frasier

WORK

LUMEA

Sr. UX Designer | June 2021 - Present

Lead designer and researcher for digital pathology web application. Created new design system and redesigned entire workflow optimized for all devices which resulted in increased user retention and positive user feedback.

Aspen Digital

Sr. Product Designer | May 2020 - June 2021

Lead designer and researcher for the launch of multiple 0-1 software projects, including E-commerce sites, mobile, and web applications.

MRM // McCann

Digital Designer | Nov. 2019 - March 2020

Design and direction for a variety of digital products: websites, UX/UI, user research, email campaigns, infographics, e-books, motion/interaction design.

Sundance Institute

Designer | Oct. 2014 - Aug 2019

Created film festival identities and design systems. Led team of designers building all festival products including mobile app (iOS & Android), website, and ticketing software.

EDUCATION

Graphic Design

Portland State University 2010-2014