R. Shawn Williams

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Award-Winning AI & UX Leader | Bridging AI & UX to Design
Human-Centered Intelligent Systems

Link to UX Portfolio
Link to UX Case Studies

An award-winning UX consultant with over 20 years of experience in user-centered design for desktop, tablet, and native mobile. Industry experience spans technology, government, travel, healthcare, sports, politics, financial services, charity and nonprofit, retail, transportation and logistics, intranet, consumer products, enterprise software, and bill pay.

PROFESSIONAL SUMMARY

- Demonstrated leadership and accountability for cross-functional teams, working with individuals at all levels of an organization.
- Enhanced user experience on AI-driven analytics platforms through strategic design solutions.
- Initiated and led the establishment of a Design Department; managed design-system work from concept through execution and ongoing refinement.
- Led full product life-cycle work, grounding UX recommendations in user testing, usability findings, analytics, and mobile-commerce research.
- Designed enterprise B2B bill-pay SaaS workflows for businesses and their customers, including platforms serving Fortune 500 clients.
- Facilitated Service Design workshops and user testing; developed mobile app concepts, content solutions, and interaction documentation.

CURRENT AI PRODUCT WORK

Ubora Thrive AI | AI Product Design & Development (2025–Present)

- Developed the initial full-stack AI marketing platform with Lovable over approximately eight months; product development continues.
- Built for licensed therapy and counseling practices, it turns a prompt or guided input into a campaign kit of ads, landing-page copy, email sequences, social content, and visuals.
- Led product strategy, UX, and AI orchestration design for Campaign Coach, which reviews campaign content and suggests refinements to headlines, calls to action, tone, and clarity before launch.

PROFESSIONAL EXPERIENCE

Senior AI Product Design Consultant | Williams Consulting, LLC *(12/2011–Present)*

- Enhance human experiences through AI-powered digital products. As an AI Product Designer and UX Strategist, bring AI, user experience, and product strategy together to make digital interactions seamless and user-centered.
- Independent consultant for brands including Home Depot, AT&T, Worldpay, Pfizer, BP Oil, and ADP, designing and optimizing web, mobile, commerce, payment, and emerging-technology experiences.
- AI product design consulting focus: help teams identify commercially relevant use cases, frame MVPs around business and customer needs, and shape human-centered AI concepts with appropriate guardrails.
- Product work spans AI-driven analytics, conversational and voice AI, wearable experiences, e-commerce, and fintech optimization.

PROFESSIONAL EXPERIENCE CONTINUED

Acting Director of CX Design / Senior User Experience Designer | Odyssey Logistics *(4/2023–4/2024)*

- Founded the Design Department and established its role in cross-functional product work; provided design leadership, coaching, and mentorship.
- Designed a B2B logistics platform for enterprise clients, focusing on complex workflow optimization and supply-chain data visualization.
- Led creation of the company's Design System and processes; defined UX templates and style guides and maintained personas, mockups, wireframes, user flows, and site maps.
- Partnered with customers, product managers, developers, and designers to define interaction architecture and platform behavior around customer needs.

Senior Product Designer | Paymentus *(8/2020–2/2022)*

- Created mobile and web prototypes for sales and partnership opportunities and improved payment-platform usability and metrics.
- Worked closely with developers, business analysts, product managers, and UX designers; developed wireframes, prototypes, style guides, and user flows.
- Presented and defended design decisions against the product roadmap and design principles; maintained design-system components and documented work for development.

Senior Product Designer / Architect | Lowe's Home Improvement *(8/2019–2/2020)*

- Produced high-quality design artifacts across platform work, including wireframes, concept sketches, pixel-perfect comps, presentations, and documentation.
- Translated business requirements and user stories into design deliverables; worked cross-functionally with managers and leads to maintain consistency and quality.

Digital UX Lead | State Farm *(11/2016–3/2019)*

- Led UX for an enterprise insurance SaaS platform, guiding multidisciplinary content strategy, UX architecture, and design teams across B2B and B2C products.
- Advocated for user-centered design and served as a UCD consultant and UX design subject-matter expert for the business area and product line.
- Partnered with business, systems analysts, strategic resources, and UX researchers; used established digital standards, style guides, and pattern libraries.
- Created scalable site structures, reusable interface frameworks, and visual assets; advanced UX operations, templates, and digital experience standards.

EARLIER EXPERIENCE

User Experience Strategist (Consultant) | Brown Bag Marketing *(4/2011–10/2011)*

- Partnered with operations and technology leadership on long-term mobile, tablet, and web strategy; translated user research and business needs into UX recommendations, wireframes, and site maps.

Mobile Human Factors Engineer | Firethorn Holdings, a Qualcomm company *(6/2010–4/2011)*

- Presented mobile UX recommendations and research for the SWAGG mobile app; documented usability findings, workflows, and requirements for mobile experiences.

User Experience / Information Architect for Mobility (Contractor) | The Home Depot *(2/2010–6/2010)*

- Conducted user research and developed UX recommendations, wireframes, and site maps for Home Depot mobile experiences; worked with technical teams on interactive-system requirements.

Additional UX, mobile, and digital product work across technology, government, travel, healthcare, sports, financial services, nonprofit, retail, transportation, and consumer products.

TECHNICAL SKILLS

Methods: Agile, Lean, Waterfall, user research, usability testing, workflow analysis, Service Design workshops, information architecture, design systems, prototyping, and design documentation.

Tools: Figma, Lovable, Axure, Omnigraffle, Sketch, InVision, Abstract, Adobe Creative Suite, WordPress, Slack, Jira, Confluence, and Qlik.

Technical: HTML, XHTML, CSS, JavaScript, PHP, MySQL, JSON, Xcode, iPhone and Android SDKs, Interface Builder, and mobile product development.

EDUCATION & PROFESSIONAL DEVELOPMENT

MFA, Graphic Design / Computer Arts and New Media — Memphis College of Art, 2005 (Honors)

BA, Art / Art Studio — Southern Illinois University Edwardsville, 2003

AI Product Design Certificate — ELVTR, 2025 · **AI x Design Thinking Workshop** — IDEO, 2024

ELVTR course project: applied machine-learning and NLP concepts to select an AI MVP use case, prototype a solution, and incorporate data post-processing guardrails.

RECOGNITION & AFFILIATIONS

White House Award for Innovation in Technology (mobile app, 2013) · Women in Interaction Conference speaker (2013) · Who's Who in Atlanta, Entrepreneurial Award (2014)

AIXD, Dekalb Chamber of Commerce, CHI Atlanta, Regional Business Council, Alpha Phi Alpha Fraternity, Urban League Young Professionals, and AIGA.