

Will Paybarah

Senior Product Designer

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www.WillTypeForPay.com

www.Linkedin.com/in/WillPay

Betterment | Senior Product Designer

May 2022 - Present

- Designing and launching new investment products that help people turn everyday investments, no matter how small, into their dreams, no matter how big.
- Conduct user interviews to identify pain points for users looking to enroll in new financial services, then use those insights to design and deliver an intuitive user-friendly experience, ultimately resulting in reducing drop off rates and increased conversions.
- Collaborate with engineers, product managers, legal teams, marketing, and external vendors to deliver a, feasible, viable, and shippable product, resulting in the launch of Betterment's latest financial offering, and an increase in Betterment's paid-plan sales.

Seek | Freelance Product Designer

Jan 2022 - May 2022

- Redesigned the core app experience leading to an increase in monthly-active users.
- Conducted user research and testing to discover key insights to inform product decisions.
- Collaborated with cross-functional teams, including product managers, developers, and researchers, to ensure the successful delivery of new features.

GIR.co | Creative Director

Feb 2019 - May 2021

- Spearheaded the redesign of GIR's online store, creating a seamless and engaging web experience for desktop and mobile users.
- Leveraged consumer insights and behavioral data to optimize customer experiences, resulting in higher conversion rates and average-order-volumes.
- Led a cross-functional team of designers, developers, and photographers in the successful launch of new kitchenware products to market.
- Directed and produced two successful Kickstarter campaigns, raising over \$200,000 in total funding, exceeding our original goals by over 6x.

W&P | Senior Designer

July 2016 - Sep 2018

- Redesigned the online shopping experience for customers, adopting a mobile-first approach that improved customer satisfaction and conversion rates.
- Led the W&P rebrand, transforming the company from a boutique Brooklyn-based startup to a shelf-ready brand that was embraced by national retailers such as Target and Williams-Sonoma.
- Provided design leadership and guidance to a team of creative professionals, delivering assets for three in-house brands and creating pitch decks, sales materials, prototypes, and renderings for new product and brand ideas.

About

I'm a senior product designer with 7 years of experience creating meaningful, delightful, and intuitive experiences for people. I take a user-centered approach to design products people love.

Skills

UX Design, Product Design, Figma, Wireframing, Prototyping, User Research, Qualitative Interviews, Information Architecture, Web and Mobile Design, Creative Direction, Branding, Creative Strategy, Mockups, User Testing, Interaction Design, User-Centered Design, Human-Computer Interaction, Adobe Photoshop, Illustrator, InDesign, XD, Sketch, Web Design, Graphic Design, and more!

Education

Fashion Institute of Technology
State University of New York

BFA - Package Design 2012

AAS - Communication Design
2009

Contact

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