

# CADEN WILLIAMS

## SKILLS & CAPABILITIES

User Research    Usability Testing    Information Architecture  
CMS Integrations    Figma and Sketch    Miro

## EDUCATION

### UNIVERSITY OF OREGON -- EUGENE, OR

Spring 2018 -- B.S. in Art and Technology, Minor in Computer Information Technology

## EXPERIENCE

### UX RESEARCHER/DESIGNER, EMERGE INTERACTIVE -- PORTLAND, OR

03/2022 – 05/2024

- Identified user flows, information architecture, and personas for complex use cases and scenarios across B2B and B2C products.
- Iterated on wireframes and prototypes for mobile and desktop, solidifying core features for UI design and Agile development.
- Facilitated service blueprints, use case discovery, and empathy maps to align requirements and drive feature prioritization.
- Cultivated market research findings through un/moderated user testing, driving stakeholders to product-led decision making.

### UX/UI DESIGNER, UNIVERSITY OF OREGON -- EUGENE, OR

12/2019 – 02/2022

- Led project consultation, including planning usability testing, card sorting, and focus groups for remote and in-person environments.
- Designated UX and accessibility best practices for custom IT solutions for business tracking, research, and communications that impacted over 20,000 students, faculty, and staff.
- Collaborated with the Product Owner to identify requirements, guiding scope and development in an Agile work environment.

### UX DESIGN INTERN, THE DUCK STORE -- EUGENE, OR

06/2018 - 12/2019

- Designed back-end dashboards, customer facing feature pages, and web applications for an eCommerce platform.
- Audited webpages for pain points, leveraging quantitative and qualitative data to increase conversions while limiting drop-offs.

### USER EXPERIENCE STUDENT ASSISTANT, UNIVERSITY OF OREGON -- EUGENE, OR

10/2017 - 06/2018

- Conducted design workshops to improve fact-finding across department websites.
- Delivered feedback to the Director of User Experience to verify patterns and solve errors through iterative, user-centered design.