

William Bruno

Product Design Lead

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SUMMARY

Product Design Lead with 10+ years in enterprise software, developer tools, and B2B SaaS. My background is UX, and I'm equally strong in visual design, product strategy, and front-end code. AI tooling is part of how I work every day.

EXPERIENCE

Verndale / UX Designer

Apr 2024–Aug 2025

Rebuilt CDM Smith's digital presence from 20+ years of ungoverned content into a 67-component system across 13 templates and 6 global regions. Directed UX and CMS migration for Dogfish Head to Sitecore XM Cloud, giving the editorial team full ownership of their content without developer support.

Tank Design / Product Design Lead

Jan 2022–Mar 2024

Led UX strategy for the FedEx Developer Portal. Research across 6 developer archetypes surfaced onboarding as the primary drop-off and reshaped the redesign. Built a design system spanning 50+ API documentation pages.

Extension Engine / Product Design Lead

Jan 2020–Apr 2022

Redesigned digital learning platform experiences to improve course completion and led WCAG 2.2 AA accessibility work across key platform areas. Built reusable component libraries that reduced handoff friction between design and engineering.

Tank Design / Senior Product Designer

Apr 2017–Jan 2020

Shipped product design end-to-end for enterprise clients including Forrester Research, FedEx, and Aetna. Raised design quality and helped establish critique culture across concurrent engagements.

Minelli, Inc. / Senior Experience Designer

Jul 2015–Apr 2017

Brand systems, environmental graphics, and digital experiences for urban development, nonprofit, and architecture clients.

Sasaki Associates / Graphic Designer

Sep 2011–Jul 2015

Wayfinding systems and environmental graphics for large-scale urban planning across North America and Asia.

SELECTED CLIENTS

FedEx
CDM Smith
Dogfish Head
Forrester Research
Aetna

CORE CAPABILITIES

Design Systems
Product Strategy
Interaction Design
Developer Experience
Design Leadership
Accessibility

TOOLS

Design & Prototyping

Figma, Framer, Rive, After Effects

Research

Dovetail, Maze, UserTesting, Grain

AI Workflow

Claude, Claude Code, Cursor, v0, Midjourney

Workflow

Linear, Notion, GitHub, HTML/CSS

EDUCATION

Massachusetts College of Art & Design

BFA in Graphic Design · 2012