

William Bruno

williambruno.org

will.a.bruno@gmail.com

203.979.5614

Lead Product & UX Designer

Summary

Lead Product and UX Designer with 10+ years taking complex enterprise software, developer tools, and B2B SaaS from ambiguous requirements to shipped product. I own product strategy, research, design systems, and front-end while leading cross-functional teams, most recently unifying fragmented platforms for thousands of users at FedEx.

Work Experience

Freelance, Lead Product and UX Designer

REMOTE · SEPTEMBER 2025 - PRESENT

- Partner with product teams across enterprise software, developer tools, and B2B SaaS, covering strategy, research, design systems, and front-end.

Verndale, Senior Experience Designer

BOSTON, MA · JUNE 2024 - AUGUST 2025

- Redesigned CDM Smith, a \$1B+ global engineering firm, turning 20+ years of ungoverned content into a managed system that six regional teams maintain without engineering support.
- Led UX for Cognex's marketing site and MyCognex support portal, unifying the information architecture across engineering, marketing, and customer success.
- Led UX and CMS migration for Dogfish Head to Sitecore XM Cloud, freeing the marketing team from developer dependence while preserving the brand's voice.

Tank Design, Lead Product and UX Designer

CAMBRIDGE, MA · MARCH 2022 - MAY 2024

- Led product and UX design for the FedEx Developer Platform during a 2.5-year engagement, unifying five separate tools into one platform used by thousands of developers worldwide.
- Pinpointed onboarding as the top drop-off across six developer personas and redesigned the pre-login experience to surface value before sign-up, directly addressing the conversion gap.
- Owned the design system across API status, billing, webhooks, and account management, and ran a biweekly AnswerLab usability program in four countries while leading a small design team.

Studio, UX / Product Design Lead

CAMBRIDGE, MA · FEBRUARY 2020 - FEBRUARY 2022

- Led the UX redesign of digital learning platforms to lift course completion, drove WCAG 2.2 AA compliance across the platform core, and built component libraries that streamlined design-to-engineering handoff.

Tank Design, Senior Product Designer

CAMBRIDGE, MA · APRIL 2017 - JANUARY 2020

- Shipped end-to-end product design for enterprise and consumer brands including Forrester Research, Aetna, Yamaha, and Celebrity Cruises, owning each from research through launch.

Skills

Product Strategy

Reframe ambiguous problems into finished shipped products.

UX & Research

Discovery, journey mapping, and IA for enterprise platforms.

Design Systems

Tokens, components, and docs that scale with engineering.

Visual & Brand

Editorial systems and identity that tie product to story.

Tools

- Figma
- FigJam
- Adobe Creative Suite
- Webflow
- Sitecore XM Cloud
- HTML & CSS
- Cloudflare

AI Tools

- Claude Code
- ChatGPT
- Perplexity
- Adobe Firefly

Education

Massachusetts College of Art & Design

BFA, Graphic Design – 2012