

William Bruno

LEAD PRODUCT & UX DESIGNER

williambruno.org
will.a.bruno@gmail.com
203.979.5614
Fairfield County, CT (NYC Metro)

SUMMARY

Lead Product and UX Designer with fifteen years in enterprise software, developer platforms, and B2B SaaS, including the FedEx Developer Platform. Focused on product strategy, design systems, and front-end implementation.

EXPERIENCE

Freelance - Lead Product and UX Designer

Remote · Sep 2025 - Present

- Independent design practice for B2B SaaS and developer platforms, including product strategy, design systems, and in-code prototyping for a pharmacy supply-chain SaaS platform.

Verndale - Senior Experience Designer

Boston, MA · Jun 2024 - Aug 2025

- Designed a no-code CMS for CDM Smith, a \$1B+ engineering firm: six regional teams now manage 20+ years of content without engineering support, built on a 67-component design system.
- Led UX for Cognex's marketing site and MyCognex support portal, unifying content architecture across engineering, marketing, and customer success.
- Migrated Dogfish Head to Sitecore XM Cloud with a new design system that lets marketing publish without developers.

Tank Design - Lead Product and UX Designer

Cambridge, MA · Mar 2022 - May 2024

- Led product design and a small team for the FedEx Developer Platform, unifying five legacy tools into one platform used by thousands of developers worldwide.
- Ran UX research across six developer personas, identified onboarding as the top drop-off, and redesigned the pre-login flow to close the conversion gap.
- Owned the design system (API status, billing, webhooks, account management) and ran biweekly usability testing across four countries.

Studion - UX / Product Design Lead

Cambridge, MA · Feb 2020 - Feb 2022

- Redesigned digital learning platforms to lift course completion; drove WCAG 2.2 AA compliance and built component libraries for engineering handoff.

Tank Design - Senior Product Designer

Cambridge, MA · Apr 2017 - Jan 2020

- End-to-end product design for Forrester Research, Aetna, Yamaha, and Celebrity Cruises, from research through launch.

Earlier Roles

- Minelli Inc. - Senior Graphic Designer - Boston, MA · 2015 - 2017
- Tectonic - Senior Graphic Designer - Cambridge, MA · 2014 - 2015
- Sasaki Associates - Experience Designer - Boston, MA · 2011 - 2014

SKILLS

Product strategy
UX research
Information architecture
User journey mapping
Usability testing
Feature prioritization
Front-end prototyping
Accessibility (WCAG 2.2 AA)
Design systems
Developer experience (DX)

TOOLS

Figma
Adobe Creative Suite
Webflow
Sitecore XM Cloud
HTML, CSS & JavaScript
Angular
Git/GitHub
Cursor
Maze

AI TOOLS

Claude Code
ChatGPT
Perplexity
Adobe Firefly

EDUCATION

Massachusetts College of Art and Design (MassArt)
BFA, Graphic Design - 2012