Abigail Williams

Product Design Lead

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SUMMARY

Product Design Leader with expertise in driving enterprise digital experiences, eCommerce optimization, and user experience strategy across telecommunications, SaaS, and consumer products. Experienced in leading ambiguity, influencing cross-functional roadmaps, scaling UX practices, and shaping customer acquisition and conversion experiences within complex, multi-product ecosystems.

EXPERIENCE

Product Design Lead, Residential — Mar 2025 to Present

Spectrum

- Align UX strategy with enterprise growth priorities by shaping digital experiences that support customer acquisition, retention, product adoption, and long-term growth across Spectrum's residential connectivity portfolio.
- Provide UX leadership to 4 UX Designers across 3 product pods, partnering with Product, Engineering, Analytics, and business leaders to shape customer experience strategy, influence roadmap direction, and drive alignment across enterprise digital commerce initiatives.
- Drive experience strategy for high-visibility digital commerce initiatives, including product packaging, offer architecture, bundling, localization, and purchase journeys, influencing how millions of customers discover, evaluate, and purchase residential services across a complex multi-product ecosystem.
- Served as the first UX designer within a newly formed digital sales UX organization, building the foundation for UX engagement through stakeholder alignment, scalable design practices, and cross-functional operating models that expanded design influence across 5+ product teams during a period of significant organizational growth and transformation.
- Champion a culture of evidence-based design through AI-enabled workflows, usability testing, rapid prototyping, and analytics-informed decision making, helping cross-functional teams make smarter product decisions and deliver more impactful customer experiences at scale.

Senior UI/UX Designer — Mar 2022 to Jul 2024

Recruitics

- Led UX strategy and optimization efforts for a SaaS recruitment marketing platform supporting enterprise hiring and advertising workflows across complex customer ecosystems.
- Designed and launched an enterprise analytics platform with modernized UI architecture, supporting full client migration to SaaS within one year.
- Streamlined internal campaign management workflows through automation strategies, usability testing, and cross-functional stakeholder workshops, improving operational efficiency and reducing task completion time by 50%.

Senior Product Development Designer & Manager

Mar 2011 to Apr 2020

Marc Fisher Footwear

- Led end-to-end product development and merchandising strategy across multiple women's footwear lines, scaling annual revenue for the Unisa line from $3M to $32M through trend-driven product direction and consumer-focused assortment planning.
- Led sketch design and line-building sessions overseas in China and Italy, utilizing market research and prototyping to innovate components while maintaining brand consistency standards.
- Directed global design collaboration and line-building initiatives across overseas manufacturing partners in China and Italy, leveraging market research, prototyping, and trend forecasting to drive innovation while maintaining brand consistency.
- Managed cross-functional coordination between design, production, technical development, and vendor teams to streamline product execution, improve production quality, and reduce manufacturing errors by 15%.
- Oversaw product lifecycle workflows, sourcing strategies, and seasonal go-to-market execution across high-volume consumer product categories within fast-paced retail environments.

Product Development Coordinator

Apr 2008 to Feb 2011

Marc Fisher Footwear

- Supported footwear production operations, overseas vendor management, sourcing, and seasonal product execution.

Earlier experience

International advertising design in creative services at Coach, and national advertising design at an advertising agency, 2005 to 2008.

SKILLS

Core skills: Mentoring designers, design critique and quality standards, design strategy and roadmap influence, executive and cross-functional stakeholder communication, design system governance, conversion rate optimization (CRO), experimentation and A/B testing, journey mapping, offer presentation, accessibility (WCAG), user research collaboration, and AI-assisted design.

Tools: Figma, FigJam, Amazon Kiro, Claude, Jira, Adobe Creative Suite, UserTesting, Monday.com, Storybook.

EDUCATION

Bachelor of Arts, dual major International Affairs and Spanish; minor in Studio Arts, University of New Hampshire, Aug 2000 to May 2004

CERTIFICATIONS

University of New Hampshire UI/UX Design Bootcamp