Wil Voss
SENIOR UX DESIGNER

Lead UX Designer - SUPLARI (2023 - 2024)

At Suplari, I spearheaded UX initiatives, partnering with cross-functional teams to collect feedback and deliver high-fidelity prototypes, significantly enhancing the product pipeline. I successfully launched new features and revamped core UX, driving customer engagement and contributing to product growth. Additionally, I guided the creation of a new marketing website design, mentoring a junior designer to achieve outstanding results. I also conceived and presented key design concepts that secured a strategic partnership valued over six figures.

Staff Product Designer, Growth - IMPIRA (March 2022 – December 2022)

During my time at Impira, I led product growth design efforts for the core AI/ML application experience, focusing on user research, UX/UI design, prototyping, and iteration. I improved multiple features, resulting in a 15% increased activation adoption rate and lifted two critical funnel moments by over 8% each. I also defined and implemented marketing campaigns, led cross-discipline brainstorming sessions, and collaborated with leadership to identify new features and areas of focus in the application's UX.

Senior UX Designer - MICROSOFT (2014 - 2021)

At Microsoft, I managed and supported interaction designers in the Microsoft Health division, providing UX design, rapid prototyping, and strategy development. I delivered both rapid and high-fidelity prototypes to facilitate creative incubation, rapid iteration, and user research. I also drove the design and implementation of features on the Microsoft Band and Microsoft Health teams.

UX Consultant - ALLOVUS (Intermittently since 2010)

As a contractor with Allovus Inc., I provided UX ideation, wireframing, design, prototyping, problem-solving, issue-forecasting, and storytelling for various Allovus clients. I collaborated with leadership, partners, customers, and teammates to generate critical product insights and pivotal design improvements. I also strengthened the vision and presentation of clients and partners as well as buttressed funding and support through exceptional storytelling.

Skills and Technologies

I am proficient in Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, HTML5, CSS3, JavaScript, Vue.js, AngularJS, jQuery, C#, and React JS.

Patents

I hold several patents, including User Interface Indirect Interaction (MS #334645.01), Predicting Per Day Stress Based on User Band and Cortana Data (MS #330600.01), and Display Screen with Animated Graphical User Interface (358777-US-DP, 358775-US-DP, 358773-US-DP, 356769-US-DP, 358778-US-DP, 358772-US-DP, 358776-US-DP, 358774-US-DP).

References available upon request.
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