Tucker Williams

UX & Product Design Leader | Experience Design | People Leader

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SUMMARY

15+ years making complex things coherent: digital estates, new products, and the design organizations that build them.

- Consolidated 62 websites across 43 state agencies into one front door
- Led design of a generative-AI home visualizer from concept to ordering
- Led and developed designers at every level; helped raise the practice maturity of a 35-person design organization

EXPERIENCE

Publicis Sapient

June 2017 - September 2026

Associate Creative Director, Experience

Led product and experience design for enterprise and Fortune 500 clients, aligning product, engineering, and business leaders around customer needs. Managed 2 direct reports and led larger project teams of senior, mid-level, and junior designers; led cross-functional teams of up to 10 with product, engineering, and offshore partners in Agile delivery. Ran performance reviews, coached designers, interviewed for permanent and contract roles, and scoped design staffing for SOWs and proposals.

Commonwealth of Pennsylvania (PA.gov): UX lead for the Shapiro administration's consolidation of 62 websites across 43 agencies into one resident-facing experience, working directly with the governor's digital team leads; led the design team from research through delivery; recommended a junior IA designer for promotion.

- Owned UX architecture, sitemap, and design plan; set content strategy and IA governance, replacing folders with tagging to power search filters, including by life event
- Facilitated IA workshops with each agency, restructuring sites around how residents find and read content; secured adoption without mandate authority
- Launched in phases, completing January 2025; ~9M visits and 72M page views in December 2024; Level Access accessibility score from 37% to 95%

Grupo Coppel: Founding member of the Digital Center of Excellence, created to raise the UX practice maturity of a 35-person design organization in Mexico; 14-month engagement.

- Ran a skills-gap assessment and rewrote most of the design organization's job descriptions around quality and mentoring; the new criteria were used to hire senior managers, with a seat on the interview panel
- Found that no one owned the end-to-end journey across six delivery pods; after validating with product and engineering, proposed channel teams co-led by product and design, with mobile standards and a measurement framework, to the Director of UX, Product, and Agile
- Led the workshop that produced Coppel's design principles, credited in its design system; evaluated promotions; the client offered a direct role

ABC Supply: Led up to three designers on a generative-AI home exterior visualizer for a B2B building-products distributor: a two-sided contractor-to-homeowner workflow from project setup through homeowner approval to ordering, with clear messaging on the limits of AI render accuracy. Introduced Figma Make prototyping to the team; paired with contractor research, the prototypes made the case for generative-AI rendering and cut sprint reviews by 1-2 days.

Nuveen: Led design, hands-on, of a banker-facing workflow for onboarding clients into new financial products, with a review-and-approval flow for the internal teams behind it, in a regulated financial-services setting.

Additional engagements: Ford Motor Company, Discount Tire, Polaris, Home Depot, JCPenney, Kate Spade, GameStop

Publicis Sapient (formerly Crown Partners and Razorfish) April 2014 - June 2017

UX Lead

Hubbell Incorporated: Led a team of up to three designers unifying 30+ subsidiary brand sites under a shared component set and taxonomy; facilitated workshops with 30+ stakeholders, including senior VPs, to establish unified categorization as part of an organizational transformation, laying the groundwork for the 2017 "One Hubbell" site, which kept each brand's identity.

Aviall, a Boeing Company: UX lead on the SAP Hybris implementation transitioning B2B parts distribution to direct online commerce. Owned IA, wireframes, and prototypes for a 2M+ item catalog through launch.

Additional engagements: MUFG Union Bank, United Technologies, Amway, Intel, Haglöfs (Sweden)

Amplifi Commerce April 2010 - April 2014

UX Lead & Experience Architect
UX strategy and design for retail commerce: eCommerce maturity, cross-channel journeys, IA, and interaction models. Express, Michael Kors, Movado, Rooms To Go, Big 5 Sporting Goods.

Nokia May 2008 - April 2010

User Experience Specialist, Design
UX architecture for Ovi Services, including international privacy-compliance patterns.

Earlier Experience

Handango, Creative Director & Senior UX Design Lead: first employee; built a five-person design team; led UX for a mobile marketplace (up to $42M in annual sales), including a device-selection feature that tripled conversion and cut returns 60%; developer content-management and ingestion tools; and a white-label storefront for partner brands.

SKILLS

Leadership: people leadership and team building (role definitions, hiring criteria, promotion evaluation), craft leadership, cross-functional and executive stakeholder alignment, facilitation and workshops, org and operating-model design, mentorship and coaching

Design practice: product and interaction design, information architecture (IA), IA and content governance, journey mapping and service design, directing user research and usability testing, systems thinking, heuristic evaluation (32 clients, 12 industries), prototyping, accessibility (WCAG)

Product: product strategy, discovery and validation, UX metrics and KPIs, Agile delivery

Tools & AI: Figma, Figma Make, Axure; AI tools for testable prototypes, documentation, and analysis: Claude Code, Gemini, Copilot

EDUCATION

University of Texas at Arlington: Film and Video Production coursework

University of Phoenix: Business coursework