



WILLIAM FERGUSON

Product Designer

CONTACT

✉ williamcferg@gmail.com

☎ (570) 428 2081

🌐 www.williamcferg.com

🏠 1519 Seward St,
Evanston, IL 60202

EDUCATION

FELLOWSHIP: DESIGN

2016-2017

Experience Institute
Chicago, IL

SELF-DESIGNED MAJOR: IST + PSYCHOLOGY

2013-2017

Penn State University
University Park, PA

SKILLS

Sketch 3
Invision
HTML/CSS
User Testing
Prototyping

EXPERIENCE

PRODUCT DESIGN INTERN

PayPal | San Jose, CA

May 2017 - Aug 2017

Designed user flows, interaction models, and mockups for chatbot product.

Conducted market research and internal research to develop a product for customer support.

Created design patterns for partnership products.

PRODUCT DESIGN INTERN

Threadless | Chicago, IL

Jan 2017 - Apr 2017

Conducted user research and user testing on the Artist Shops platform.

Designed mockups and prototypes for new features in Artist Shops.

Created a design system to unify the Artist Shops platform.

LEARNING DESIGN INTERN

Leo Burnett | Chicago, IL

Oct 2016 - Jan 2017

Conducted research and analysis on an internal learning program called Leo Leaps.

Co-designed and facilitated the Leo Leaps learning program.

Developed storytelling materials to increase awareness for the program.

Created two tools, a facilitator's guide and playbook, to help scale the program.

PRESIDENT

Innoblue Entrepreneurship | University Park, PA

Apr 2015 - May 2016

Handled all internal growth and processes for organizational operations.

Developed 7 strategic sponsorship for long-term growth and funding.

Assisted in planning and marketing organization events in order to expose 2,000 members to entrepreneurship.

UX DESIGN INTERN

Projector | San Francisco, CA

May 2015 - Aug 2015

Designed user flows and mockups for client facing product.

Developed market research and customer research for product development.

Conducted user testing on client facing product.

TEC FELLOW

True Ventures | San Francisco, CA

May 2015 - Aug 2015

One of 14 students selected worldwide for an immersive Fellowship program with True Ventures, an early-stage \$600 million venture capital firm.