Omari Willis

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Profile

I design clear, accessible web and mobile products for complex B2B platforms and consumer apps, owning the work from research through to delivery. As sole designer at ISB Global, I designed an asset register that took 95% of asset changes and requests onto the new system within a month. I prototype interactively by pairing Claude Code with the Figma MCP Server.

Skills

- **Product design:** UX and UI design, interaction design, interactive prototyping, responsive web and mobile app design, design systems and component libraries, Atomic Design, UX writing, WCAG accessibility
- **Research and testing:** User research, interviews and observation, user surveys, usability testing, A/B experiments
- **Tools:** Figma (advanced), Axure RP, Adobe Photoshop, Illustrator and InDesign, Adobe After Effects, DaVinci Resolve, Jira and Confluence, Microsoft Office
- **AI and prototyping:** Claude Code, Figma MCP Server
- **Ways of working:** Agile cross functional teams, end to end design ownership, independent client work

Experience

Freelance UX Designer, Independent 2025 to present

- Delivered a 360 digital campaign for a fashion e-commerce brand, covering a homepage takeover, landing page, launch email and paid social.
- Lead end to end UX and digital design for independent clients.

Studio Runner, The Sound Company 2025 to present

- Support clients and artists, set up meeting rooms and screening areas, and prepare sessions.

UX Designer, ISB Global Ltd 2022 to 2025

Sole designer on a B2B SaaS platform for the waste and recycling industry, sold to external clients

- Cut time spent logging asset data by 70% by replacing operational spreadsheets with a single source of truth, designed after interviewing and observing operational staff. The asset register began as an ISB product and went on to ship as a feature of the platform.
- Delivered 47% faster record creation, 38% better data consistency and 55% fewer user errors in the business partners admin tool, by standardising fields and validation rules and simplifying navigation, backed by user surveys and usability testing.
- Built a Figma design system and component library from scratch (50+ components) on Atomic Design principles, alongside a parallel Axure component library.
- Designed responsive web and mobile app experiences and CRM systems, running user research, usability testing and A/B experiments in an agile cross functional team.
- Championed WCAG accessibility and wrote the UX copy across the platform.

Earlier Career

Customer Experience Assistant, Yue Float, Wandsworth Town, 2017 to 2022: customer service, e-commerce order fulfilment and CRM use at a wellness centre.

Marketing Assistant, MightyBee Ltd, 2015 to 2017: market and competitor research, brand events and B2B partnerships at an e-commerce health and wellness startup.

Sales Associate, Channel 4, 2014: advertising sales and advertiser account management.

Education

Google UX Design Certificate, Google

BA Drama, University of Northampton