

ADAORA WILLIAMS

PRODUCT DESIGNER (UX/UI)

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SUMMARY

Product designer specialising in **inclusive digital design**. Selected for **Snapchat's design programme** to create an AR lens visualising emotional energy in physical spaces and founder of a beauty brand that **engaged 2M+ users**. Skilled in **research, creativity** and **accessibility**, with a **degree in Criminology** and **Social Policy** that provides unique **insight into user behaviour**.

PROFESSIONAL SKILLS

- Wireframing
- Journey Mapping
- Prototyping

METHODOLOGIES

- Agile Delivery
- Double Diamond
- Service Design

TECHNICAL SKILLS

- Figma
- Miro
- Asana

RELEVANT EXPERIENCE

Product Designer | Snap Inc

July 2025 - Aug 2025

Selected for a competitive design programme focused on immersive lens creation using Snap Lens Studio, in collaboration with Snapchat and the Royal College of Art.

- Built a Snap filter lens with Blender and Snap Lens Studio, gaining hands-on experience in 3D modelling, spatial design and narrative interaction.
- Designed a concept demonstrating how AR can enhance spatial awareness, amplify community narratives and deepen digital engagement in urban public spaces.

Product Designer (Scholarship Programme) | Black Girls In Tech

June 2025 - Aug 2025

- Led end-to-end UX/UI design for two concept-based digital products, applying the Double Diamond and design thinking frameworks to address user needs.
- Created user flows, wireframes and responsive UI prototypes in Figma, optimising for accessibility and mobile usability.

UX Research Intern | Which?

July 2024 - Sep 2024

- Led research into engineering team workflows: developed discussion guides, conducted interviews and presented insights to senior stakeholders.
- Collaborated in agile teams with product managers, designers and engineers to ensure research insights directly influenced product decisions.
- Contributed to a painted door test exploring demand for flexible membership options, helping generate insights that led to data-informed changes in subscription strategy.
- Supported usability testing of website navigation; synthesised findings with Miro and affinity mapping, driving improvements to content hierarchy and boosting user engagement.

OTHER EXPERIENCE

Founder | The Lash Distro

Aug 2020 - July 2024

Launched a lash brand after identifying a market gap, achieving viral success within 3 months through data-led branding and pricing.

- Leveraged social insights and A/B testing to refine branding, pricing, and content strategy, generating 2M+ views and 700K+ likes across TikTok, Instagram and Pinterest.
- Designed and launched two e-commerce sites, later migrating to Shopify to improve mobile performance and support sales in 10+ countries.

Executive Research Partner | Veredus

Jan 2022 - Dec 2023

- Shaped inclusive recruitment strategies by leading senior research projects across central government, public sector and higher education.
- Improved accessibility and user experience for clients and jobseekers by hosting feedback sessions that informed a full website redesign.
- Enhanced researcher onboarding by creating a structured guide, streamlining knowledge transfer and reducing repetitive queries.

Executive Research Intern | Blackwood Group

July 2021 - Sep 2021

- Applied research and analysis techniques to assess hiring trends, gaining insights into behaviours and decision-making that informed recruitment strategies.
- Informed leadership decisions by reporting on CEO selection criteria for senior executives.

EDUCATION

Bachelor of Science in Criminology and Social Policy | Loughborough University

2017 - 2020

- 12,000 word independent research project
- Advanced research methods
- Contemporary trends and issues