

WILLIAM FLETCHER

PRODUCT DESIGNER, DESIGN STRATEGIST, MBA

Product designer and researcher with 10+ years of experience shaping enterprise software, AI experiences, and consumer products. Combines research, interaction design, and product strategy to turn ambiguous problems into clear product direction. Experienced in leading designers, facilitating executive alignment, and partnering with product and engineering teams. MBA in Design Strategy.

Product Consultant | Freelance | June 2026 - Present

- Led website platform strategy for a 35-property Los Angeles rental portfolio, evaluating design, integration, and cost requirements and negotiating a 65% reduction in build fees.
- Designed property brand identities to support repositioning renovated buildings for target renters; managed website builds and migration.

Product Designer | Google (via Akrya) | Sept 2025 - Apr 2026

- Designed and prototyped an internal AI evaluation tool supporting a company-wide initiative to monitor AI experience quality; approximately 10 product teams were beginning adoption by the end of the engagement.
- Researched AI conversation quality and automated evaluations; designed scoring and transcript-review workflows to help product teams understand quality judgments and identify performance degradation.
- Designed interaction patterns for agentic customer support in Marketing Advisor, Google Ads' AI assistant, partnering with engineering on requirements and implementation.

Product Design Lead | DesignMap | May 2021 - Aug 2025

Previously Senior Product Designer

Selected clients: Cisco, Google, Meraki, Shopify, PayPal, BeyondTrust

- Partnered with product and engineering leaders to define 3–5-year platform strategies through research and narrative prototypes; Cisco subsequently committed team budget to cross-product initiatives supporting the proposed direction.
- Partnered directly with Google Area120 founders on 0-to-1 AI products, leading problem framing, concept development, validation research, and design.
- Designed complex security experiences, including a Cisco portfolio vision spanning a dozen products and XDR workflows guiding less-experienced analysts through threat investigation and response.
- Managed three designers, facilitated workshops with 30+ participants, and presented design strategy to VP-level stakeholders.

Founding Product Designer | String.ai | Aug 2018 - Jan 2021

- As the sole founding designer, designed an SMS-based messaging product across iOS, Android, and web for 10k+ users; partnered with the CEO on roadmap priorities and engineering teams on delivery.
- Used customer interviews and support feedback to refine product architecture and guide a redesign, after which the App Store rating rose from approximately 3 to 4 stars.



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EDUCATION

MBA, Design Strategy
California College of the Arts

BA, Business Administration
University of San Diego

UX Design Immersive
General Assembly

SKILLS

Product strategy · UX research ·
Product discovery · Research
synthesis · Interaction design ·
Systems thinking · Concept
development · Prototyping ·
Concept validation · AI experience
design · Workshop facilitation ·
Stakeholder alignment · Design
leadership

TOOLS

Figma · Claude Code · Cursor ·
Adobe Creative Cloud ·
UserTesting · Dovetail · dScout ·
FullStory

ENTREPRENEURIAL

Weve Clothing
Sourced fabric, designed
clothing, managed production,
built and ran web store, built
wholesale relationships

UX Researcher | Levi Strauss & Co | Apr 2018 - Dec 2018

- Owned research planning and execution for e-commerce initiatives, using usability testing, diary studies, and surveys to evaluate concepts and technologies with business strategy, IT, and design teams.

UX Researcher | Google (via Adecco) | Apr 2016 - Apr 2018

- Served as the sole dedicated researcher for the Lenovo / Google Assistant smart display, conducting eight studies and establishing a recurring research program to inform design iterations.
- Conducted survey and diary research across the US, India, Brazil, and Indonesia; translated findings into presentations, dashboards, and workshops for product, design, and engineering teams.

