PHIL SISON

Staff Product Designer

Oakland, CA linkedin.com/in/philsison philsison9@gmail.com

SUMMARY

Product Designer with 10+ years designing high-scale commerce and platform products at Apple, Adobe, and Williams-Sonoma, now operating at Staff level. My focus is reducing costly mistakes and building user trust in high-stakes decisions — from a 5% cut in return-driving errors at Williams-Sonoma to a 30% improvement in support resolution time at Apple. I'm drawn to problems where clarity, confidence, and precision directly protect the business and the customer.

CORE COMPETENCIES

Product Strategy • UX & UI Design • Design Systems • Interaction Design • Large-Scale Consumer Products • Accessibility (WCAG)
Cross-Functional Leadership • Prototyping (Figma, Framer) • Metrics-Driven Design • Experimentation & Measurement

EXPERIENCE

Williams-Sonoma

Staff UX Designer, Technology • Nov 2024 – Present

- Setting the multi-year design strategy for a shopping personalization initiative, measured by conversion rate, repeat purchase rate, and adoption across personalized product recommendations, by aligning Product, Engineering, and executive leadership around a single customer-journey framework across 4 subsidiary brands (Williams Sonoma, West Elm, Pottery Barn, and Pottery Barn Kids)
- Reduced customer-costly errors by 5% (exceeding a 4% target) by identifying where uncertainty created financial risk for customers, then closing the gap with contextual guidance at the moment of commitment
- Informally mentoring 2 mid-level designers and raising craft consistency through regular design critique and shared patterns across 4 subsidiary brands
- Using qualitative research, data, and experimentation to identify opportunity spaces and guide iterative product development for the shopping personalization initiative

Adobe

Lead Product Designer, Adobe Community • Sep 2022 – Jun 2024

- Led design strategy for Adobe Community, unifying search, discovery, and personalized ML-powered feeds across 60+ sub-communities serving 1.9M monthly active users
- Redesigned the Community homepage and unified discovery architecture, increasing user engagement 16%, return-visit rate 20%, search success rate 28%, and average session depth 25%

Apple

Senior Product Designer, Digital Support • Apr 2020 – Sep 2022

- Reduced average support resolution time 30% versus the legacy system by redesigning core workflows for a mission-critical platform used by global support teams
- Built and maintained Fuji's design system, increasing component reuse and accelerating ship time across teams

Senior Experience Designer, Marcom Interactive • Mar 2018 – Apr 2020

- Redesigned cross-platform checkout across Apple.com (web & mobile) and the Apple Store app, balancing usability, brand, and technical constraints in a payment-critical flow
- Helped design and launch Apple Watch Studio, enabling personalized purchasing and driving increased customer engagement

Snapfish

Product Designer, Mobile App • Sep 2015 – Mar 2018

- Led mobile product design for iOS and Android, driving design-system adoption and research-based improvements to the shopping experience

EDUCATION

Bachelor of Arts (B.A.), Product Design/Visual Communication Design • San Francisco State University

PORTFOLIO

Selected case studies at www.philsison.me