

Marvin Williams

Senior Product Designer

New York, NY
(917) 834-8510
marvinakeemwilliams@gmail.com

EXPERIENCE

Yahoo, Senior Product Designer (Fantasy Sports)

FEB 2025 - PRESENT

Designer on the Yahoo Fantasy Sports team, crafting new experiences to enhance the Fantasy experience for all users.

- Lead designer on a brand new gameplay feature that allows users to follow their Fantasy matchup in real time.
- In partnership with the NBA, launched a brand new fantasy game exclusively on Yahoo

DoorDash, Lead Product Designer

APR 2024 - DEC 2024 | CONTRACT

Lead designer on Going Out, a new in-store dining experience that enables DoorDash users to earn discounts at local restaurants.

Instagram, Product Designer

APR 2022 - JAN 2024

Design lead on the Growth team, focusing on multiple acquisition efforts including but not limited to:

- Planned and led multiple design workshops where we crafted a 3+ year growth plan for Instagram.
- Introduced discovery to our logged out surfaces including; a redesigned homepage, Reels tab, and IG Explore tab.
- In partnership with Google, supercharged Instagram's SEO efforts for better ranking and indexing on search result pages
- Listed as co-inventor for patents on the Instagram logged out experience.

Pitched and designed Instagram's first version of App Clips and Instant Apps, a way for non-users to preview Instagram features without installing the app.

- Launched a logged out Reels immersive viewer for the MVP that drove +196K new users to Instagram.

Twitter, Product Designer

NOV 2018 - MAR 2022

Founding Product Designer on Twitter Spaces, a platform that enables live audio conversations on Twitter:

- Launched recorded spaces, a way for users to listen to Spaces beyond its limited live audio format, resulting in a +58% increase in listenership.

SKILLS

Figma
Protopie
Rive
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Adobe Photoshop
Adobe After Effects
Sketch
Framer
HTML

Education

University of
Connecticut

Bachelor of Arts,
Journalism

Product Designer on the Twitter VIT App, an invite only app for creators, brands, and businesses. Built a number of features including Q&A, Instant Unlock, and monetization capabilities.

Guggenheim Partners, Visual Designer

NOV 2016 - NOV 2018

Supported the investment banking division through the creation of high quality design templates, iconography, pitch-books, and a redesigned website.

Global Elite Group, Visual Designer

JAN 2016 - NOV 2016

- Reporting to the CEO, I was the lone designer for a security startup. Redesigned website, created marketing materials, logos, and brand identity
- Re-designed company marketing collateral portfolio including; brochures, newsletters, reports, flyers, posters, advertisements, and fact sheets