



William G. dos Santos

Lead Designer

Boise, ID
442-888-4260
willdossantosdesigns@gmail.com
willdossantos.com

About Me

I'm Will, a multi-disciplinary designer with 15+ years of experience building products, leading design teams, and shaping brand identities. For me, design is about more than pixels on a screen—it's about creating meaningful user experiences, driving measurable outcomes, and telling sustainable stories that unlock growth opportunities.

Experience

Founding Designer & Head of Design

 **GoGoPool (Hypha) – The Woodlands, TX | 2022 – Present**

- Built the company's brand identity and launched a scalable design system that **reduced design-to-dev time by 30%**.
- Partnered with product and engineering to ship 15+ features, improving validator onboarding and adoption.
- Created illustration and content libraries that **increased social engagement by 40%**.

Lead Designer

 **Planning Center – Carlsbad, CA | 2011 – 2022**

- Directed design for **3 flagship SaaS products (Music Stand, Services, People)** used by thousands of churches.
- Conducted **100+ user interviews**, translating insights into intuitive UX flows that improved adoption.
- Led cross-functional collaboration, driving product consistency across web, mobile, and marketing.

Lead Designer (Contract)

 **ReadyFive – San Marcos, CA | 2016 – 2023**

- Established the company's visual identity and design system foundations as the first designer.
- Designed end-to-end product flows (from wireframes to final UI) that improved usability and streamlined onboarding.
- Designed and shipped features that **increased user engagement** and supported growth goals.

Education

Bachelor of Science – Web Design & Interactive Media
Art Institute – Inland Empire, CA | 2009 – 2011

- Awarded Addy Award and Dean's List Award for product and marketing design.
- Guest lecturer for video, illustration, and motion graphics courses.

Let's make something amazing!