

William Sullivan

Contact Details

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Profile

Will is an expert in designing user-centered mobile engagement services and digital approaches. Over the last five years, Will has been designing products and solutions for end users, employers, and clients in more than 20 countries.

Will is passionate about research, continuous learning, and the art of sharing insights through presentations, writing, and engaging conversations. He excels at adapting to new contexts while aligning project objectives with fellow collaborators. His enthusiasm for meeting new people and collectively exploring solutions shines through, valuing both the process, style, and data in every endeavor.

Skills

- UX Research & Strategy
- UX Design
- Context Research
- Writing / Communication
- Research Report Writing
- Facilitation and mentorship
- Prototyping
- Usability Testing
- Data Analysis
- Empathy Mapping
- Persona Development
- Information Architecture
- Wire-framing / UI Design

Tools

Miro, Sketch, Figma, Marvel, Google Data Studio, Microsoft powerBI, Tableau, Canva, Pen & Paper

International Experience

Afghanistan, Burkina Faso, Canada, DRC, Ethiopia, Ghana, Hatati, Indonesia, Madagascar, Malawi, Mali, Mozambique, Nepal, Niger, Nigeria, Rwanda, Tanzania, USA, Uganda, Ukraine, Zambia, and Zimbabwe

Professional Experience

UX and Interaction Designer Consultant

CLEAR Global - Ukraine Response | 2023

- Led UX and insight research and co-led interaction design for a specialized intelligent search engine tailored for those affected by the ongoing conflict in Ukraine.
- Collaborated with local organizations in Ukraine to gather insights into their work and understand how program participants could best be served by an information-seeking tool.

UX Researcher, Product Designer & HCD Advisor

Viamo | 2017 - 2022

- Led digital product creation for 30+ global projects in 20+ developing countries, using UX research and human-centered design.
- Remote coaching and advising in-country teams on UX and mobile engagement strategies during project proposal, implementation, and evaluation phases.
- Generated innovative solutions to complex challenges in digital development, collaborating with and collecting insights from donor agencies, project stakeholders, and teams to ensure desirable, viable, and feasible products.
- Developed context-specific solutions in areas such as health, COVID-19, fintech, food security, HIV/AIDS prevention, agriculture, education, and more, optimizing project outcomes by understanding user context, needs, constraints, and industry insights.

Director

Will & The Dreadz Lmt. | 2019 - Present

- Manages and supports employees through a social enterprise that develops infrastructure for rural hospitality, logistics, and agricultural opportunities.
- Provides professional and research advice on setting up construction and agricultural schemes for building residential, commercial and farming infrastructure.

Insight & Strategy Consultant

Our Moon Zambia | 2022 - Present

- Co-leading the development of a three-year strategic plan with students, staff, board members, and alumni which will continue the school's culture of experimentation, learning and adaptation.
- Teaching students the art of effective interviewing for educational and professional opportunities, with a focus on discovering and sharing their insights with audiences.

VoxBox Project Manager & Designer

The Hangar: Farm Radio International | 2015 - 2016

- As a product designer, collaborated with a technology team to develop VoxBox, a radio product that enabled broadcasters to facilitate 25,000 calls and SMS interactions on-air in just three months, enhancing audience engagement.
- Strengthened public-private relationships between local radio stations and NGOs, validating an African radio product's market fit through strategic research and insight sharing.
- Procured hardware for and constructed 10 VoxBox units, gaining experience in sourcing reliable technology and building local supplier relationships.

Education & Training

University of British Columbia (2013 - 2018)

- BA in Art History with a minor in African Studies
- Thinking by Design, an eight-week product design program

Stanford d.school (2018) Designing for the Social Sector

- Two seminar courses about systems of human-centered design for the social development sector

Vancouver Institute for Visual Analytics (2017)

- A six-week professional information design and visual analytics course based on the fundamentals of visual information design using Tableau and other tools

IDEO.org & Acumen (2016) The Course for Human-Centered Design

- An eight-week professional product design course, focused on processes for designing products, services and businesses using research, collaboration, prototyping and testing