

Cliff Williams

Berkeley, CA · clifton.williams@gmail.com · (818) 292-1653 · cliffw.com

- **Seasoned design pro** and key contributor in critical areas at a series of successful startups.
- **Systems-oriented** with an eye toward how design introduces opportunity or risk in products and processes.
- **Principle-led**, crafting design principles that keep teams united and products on target.
- **Mobile first**, having helped companies succeed on mobile from the first iOS SDK through today.
- **Broadly skilled**, exploring and expressing ideas via words, data, and code as effectively as pixels.

Rivet

Communication and productivity tools for SMBs in construction space. Series A B2B SAAS startup.

Principal Product Designer

Nov 2021 – Present

- Led complex product initiatives in new areas, collaborating with CEO on strategy, aligning team with north star designs, working with engineers on scope, creating and managing roadmaps, and delivering detailed specs.
- Conceived and designed growth-oriented sharing feature for letting members share critical project information to external partners. Over 90% of share views were non-members, creating a new source of growth.
- Developed a new cross-platform design and design system. Implemented over time without disrupting existing roadmaps by migrating areas as we touched them, ultimately updating nearly all product surfaces.
- Discovered numerous issues, insights, and opportunities through extensive user research with existing and potential customers using interviews, surveys, in-person visits, and even cold door-to-door drop-ins.
- Led rapid 4-week process to design, develop, and launch an experimental new app. Included development of a new brand, Tellhop, product design, and design of an extensive SEO-optimized marketing site.
- Researched how LLM AI could be used in Rivet features and developed rich exploratory designs to guide us.

Nextdoor

The social network for neighborhoods. Public (joined as C-round startup).

Product Manager, Moderation

Dec 2019 – Nov 2021

- Chartered Nextdoor's first team focused on moderation and led as DRI for all moderation at the company.
- Proposed bold new vision for moderation on Nextdoor based on deep research into current system and users. Onboarded over 200,000 new moderators to the new platform and reduced average review time from 72h to 5.
- Reduced posting of unkind, racist, or misinformation content by 30% through innovative applications of machine learning-driven posting prompts. Work noted in [Engadget](#), [The Verge](#), [Time's](#) most influential companies, and [FastCompany's](#) most impactful designs.
- Progressively increased transparency, fairness, diversity in the system ([AdWeek](#)) through a series of major improvements. Established guiding principles based on procedural justice and academic research.
- At the start of Covid lockdown, rapidly pitched, designed, and launched Help Map ([TechCrunch](#)) to help neighbors find and offer assistance from other neighbors, resulting in 100ks of offers and 1000s of requests.

Principal Product Designer, Platform

Sept 2017 – Dec 2019

- Developed Nextdoor's first design system, NDUI, based on extensive research of existing codebase, audit of current product design, and deep collaboration with the design team. Led eng team through cross-platform implementation of the system and established documentation hub and growing library of UI components.
- Spearheaded accessibility efforts and designed all associated solutions, addressing deep accessibility debt and achieving WCAG 2.1 AA compliance. Evangelized accessibility across product, design, and engineering and established new processes and practices to maintain compliance.
- Established new metrics and methods of analysis for app store reviews and session data. Improved time-to-launch on mobile apps by 18% and reduced 1-star reviews by 33%.

- Developed design solutions and playbooks for common platform issues, incl: navigation patterns, badging and notifications, saving and bookmarking. Advised on cross-vertical design challenges with nearly all teams.

Principal Product Designer

Aug 2012 – Aug 2017

- Joined as Product Designer #2 to design/develop Nextdoor's first iOS app, partnering closely with engineering and writing production mobile code (Obj-C). Led mobile design efforts for several years (incl Android and iPad).
- Lead Designer for Nextdoor Now, an innovative marketplace for neighbor-led SMBs that connected thousands of neighbors with local babysitters, tutors, dog walkers and more.
- Led a redesign of Nextdoor Profiles, improving profile completion rate by over 40% and highlighting commonalities between neighbors.
- Key contributor to design team culture and operations, mentoring junior designers and implementing structure and guidelines for design reviews, file management, and design documentation.

RentJuice / Zillow

Enterprise platform for rental agents, brokers, and landlords. Series B startup acquired by Zillow.

Design Manager & Principal Product Designer

Jan 2012 – Aug 2012

- Led RentJuice's design team through launch of several major features, including complex dashboards for large rental agencies, new mobile apps, and an innovative online rental agreement.
- Led research and design on a new consumer-oriented brand and real estate search product, Homer.
- Post-acquisition (June 2012), led a full redesign of the Zillow Rentals iOS and Android apps, introducing new ideas and patterns that were later incorporated into Zillow's other applications.

Triplt / Concur

Consumer app for trip planning and real-time travel updates. Series C startup acquired by Concur.

Design Manager & Lead Product Designer

Aug 2010 – Dec 2011

- Designed Triplt's first iPad app and led significant redesign of iOS and Android apps, establishing new patterns to modernize the design and processes to increase quality of design implementation.
- Led design team through numerous major releases, including Triplt Pro, real-time flight updates, and more.
- Established design practices between Triplt and Concur post-acquisition and led initial work to bring Triplt's consumer app into the enterprise space.

Realtor.com

The leading site for consumer real estate search (at the time). Public company.

Lead Interaction Designer

June 2007 – Aug 2010

- Conceived, pitched, and designed Realtor.com's first iOS and Android apps and led all mobile design efforts.
- Led design for registration & personalization, increasing sign ups by 17% and email subscriptions by 300%.
- Lead designer on a large multi-city field research project on first time home buyers. Designed a patented UI for presenting mortgage search results based on research.

Education

Drexel University

M.S., Biomedical Science (assistive technology, human computer interaction)

Louisiana State University

B.S., Computer Science