



# Will Brett-Atkin

## Lead Product Designer

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## About Me

I'm a seasoned Lead Product Designer based in the UK. Alongside leading design at StreamYard, I'm deeply rooted in hands-on design work across various industries. With a blend of design expertise and leadership, I'm primed to thrive in any product design role.

## Work Experience

### Lead Product Designer - StreamYard (Hopin) 2021 - Present

I lead the design team while spearheading projects encompassing StreamYard's Studio, Dashboard, Destinations, and Design System, ensuring seamless integration and innovation across the board.

### Senior Product Designer - Avis Budget Group 2019 - 2021

As the most senior designer at Avis Budget Group outside of the USA, I led product design efforts spanning web and mobile platforms, with a focus on pioneering solutions like contact-less rental, driving innovation & user-centric experiences.

### Senior Product Designer - Philips 2017 - 2019

Full-stack design for the world's number one pregnancy app across iOS and Android, as well as for its Baby app counterpart, internal tools, and design system.

### Global Senior Product Designer - BAE Systems 2016 - 2017

Creative designer crafting internal tools, apps, and designs to support a global team, operating from a central design function.

## Education

2009 - 2013

Bachelor's Degree Product Design + 1 year in industry

Awarded 1st class honours

University of Sussex

## My Skills

- Design leadership
- Creative thinking
- Research
- Innovation
- Design mentoring
- Full stack design
- User interface
- User Experience
- Management
- Prototyping
- Front-end dev
- Animation