

Kemi Willan

kemimai.design · Kemimai.design@gmail.com

Senior Product Designer with a strong focus on building products that create meaningful impact. I champion close collaboration between design and engineering to build design systems that are beautiful and genuinely useful, not just well-documented.

Semble

Senior Product Designer

Feb 2025 - Current role

- I've been directly responsible for ensuring a high level of craft for Semble's UI through the design system, for a product that is sold on the merit of high-craft design.
- I have shipped internationalisation features for Semble's France expansion, meeting certification spec and unlocking a new market.
- I own the design system backlog, leading alignment meetings twice per week with a team of 6 engineers. My focus is on unlocking roadmap goals by considering design and engineering effort against impact.

Semble

Product Designer

Nov 2023 - Feb 2025

- Drove company-wide adoption of the design system through hands-on design, governance, and team education — now embedded in all new feature specs.
- Led introduction of a modular illustration system used across product and marketing, unifying brand expression.
- Championed the design system to deliver accessible, high-performance components for enterprise-critical workflows, finding elegant solutions to enable roadmap plans, solving for P0 issues, achieving POCs to win RFPs and beyond.

Smith & Nephew

Learning Experience Designer

Sept 2021 - Nov 2023

Designed learning experiences for medical technology products, in the global edtech team. I created educational courses for medical sales reps across over 100 countries. My focus was on delivering innovative software for learning curriculum across a range of specialities from advanced wound treatment to surgical robotics.

Freelance

Product Designer

June 2021 - Sept 2021

Sole product designer for custom web-app for a fitness influencer with a following of over 400k+ (now sunset), designing end-to-end flows around user sign ups, video lesson playlists, Patreon integrations and more.

Graphic Design & Illustration

June 2018 - Nov 2023

Graphic design and illustration for various projects. Exhibited my artwork in London, New York and San Francisco.

Clients including: Medium, WIRED Magazine, Omega Watches, Penguin Books, Macmillan Publishing, MyTheresa, Marriott Hotel Group

Design Expertise

- Scaled and governed a design system with 100% adoption, aligning component development with roadmap priorities and enterprise-level delivery needs
- Led data-driven design initiatives combining analytics, qualitative research, and industry benchmarking to inform system evolution and UX improvements
- Facilitated design critiques and mentorship across product teams, fostering a culture of design quality, feedback, and cross-functional alignment
- Initiated and led user research efforts, including usability testing and user interviews, to validate system components and inform iterative feature design
- Balanced user needs and business goals through strategic collaboration with product, engineering, support, and revenue teams
- Designed for accessibility and inclusion, reworking key inputs and components to meet diverse user needs and improve data quality
- Planned and prioritized design system roadmap in partnership with engineering and delivery, staying ahead of product demands
- Developed flexible visual systems (e.g. illustration libraries) to scale brand consistency and empower cross-functional usage

Technical skills

- Expert in Figma, with advanced use of variables, prototyping, design tokens, auto layout, and scalable component architecture
- Skilled in design-dev collaboration and handoff, with working knowledge of HTML, CSS, and JavaScript fundamentals
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, After Effects) for visual design, motion, and asset creation
- Experience with no-code/low-code tools including Framer and Webflow to rapidly prototype and deliver interactive experiences
- Early adopter of AI design tooling, experimenting with platforms like Lovable and Replit to explore generative workflows and prototyping