Billy Simpson

Principal User Experience Designer | Enterprise Software for Construction and Engineering

Tyler, TX (Remote) | contact@billysimpson.design | 214-448-7927 | linkedin.com/in/billysimpson | billysimpson.design

Summary

Principal User Experience Designer with 12+ years of experience, 10+ of them in enterprise software. At Oracle Construction and Engineering, leads UX design and research for Textura Payment Management, shaping how construction owners, contractors and administrators manage projects, roles and payments. Turns dense, high-stakes workflows into clear ones, tests them with customers, aligns product, engineering and design-system teams across three countries, mentors designers, and runs design reviews.

Experience

Oracle Construction and Engineering

Principal User Experience Designer, Aug 2024 to Present

Senior User Experience Designer, Jun 2022 to Jul 2024 (promoted)

- Lead UX design and research for Textura Payment Management, owning the end-to-end experience for administrators, contractors and owners.
- Redesigned bulk user role assignment in Textura Payment Management so administrators add and remove roles across many users and projects in one flow. Partnered with product management and engineering from problem framing through release.
- Plan and run research and usability testing with customers and turn what I learn into design decisions the product team acts on.
- Aligned the work with Oracle's Redwood design system and contributed tested patterns back to it for other teams to reuse.
- Partnered with product and engineering teams in Australia, India and the US; mentor designers and run design reviews.
- Earlier as Senior User Experience Designer (Jun 2022 to Jul 2024), designed Aconex and Textura experiences for construction teams and project administrators.

Brinks Home, Farmers Branch, TX

Senior User Experience Architect, Dec 2020 to May 2022

- Led the redesign of BrinksHome.com and the customer support portal, and presented the recommendations to the board and C-suite.
- Redesigned the help center and self-help support flows, grounded in user interviews and accessibility fixes, as part of a team effort (with cleaner customer access and new self-help tools) that grew digital self-service from 14% to 35% of customer transactions.
- Rebuilt site taxonomy and key pages for findability and search during the SEO-based rewrite of the homepage and advertising landing pages.
- Set up Figma design workflows for the design team.

Blue Yonder, Coppell, TX

Senior User Experience Designer, Mar 2020 to Nov 2020

- Designed supply-chain interfaces with AI and ML teams for robotic picking.
- Facilitated requirements sessions with executives and stakeholders and kept deliverables consistent with the design system.

Earlier experience

Object Edge, Senior UX Architect (contract), Sep 2019 to Mar 2020. Simplified complex e-commerce and B2B journeys using qualitative and quantitative research.

Service Autopilot, Senior User Experience Designer, Feb 2018 to Mar 2019; promoted to Design Manager, Mar 2019 to Sep 2019. Designed a web CRM and iOS and Android app with the CEO and CTO, built an atomic pattern library in Figma, and managed and mentored 2 designers.

Slalom Consulting, Experience Design Consultant, Apr 2015 to Jan 2018. Led stakeholder interviews and designs for complex systems at Fortune 100 and 500 clients.

ARGO Data, Senior User Experience Designer, Feb 2014 to Apr 2015. Led UX for a commercial lending app used by banks and managed interns.

Skills

Product design: end-to-end design for web and native iOS and Android, information architecture, interaction design, prototyping, design systems (Redwood, atomic pattern libraries)

Research: usability testing, interviews, survey design, qualitative and quantitative analysis

Leadership: cross-functional alignment with product and engineering, executive and board presentations, mentoring, design reviews, distributed teams

AI: generative AI (Oracle certified), designing with AI and ML teams

Tools: Figma, Adobe XD, Adobe Creative Cloud, Sketch, Axure

Certifications

Oracle Cloud Infrastructure 2025 AI Foundations Associate (Nov 2025)

Oracle Cloud Infrastructure 2024 Generative AI Certified Professional (Feb 2025)

IDEO U, Foundations in Design Thinking (2018)

Education

University of Texas at Dallas, B.A. Emerging Media and Communication, Cum Laude (2014)

ITT Technical Institute, A.A.S. Computer Drafting and Design (2007)