Micole Plumptre (Simpson)

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Senior UX/Product Designer with 5+ years of experience creating intuitive, data-driven experiences across SaaS, fintech, AI, and blockchain platforms. I specialize in design systems, cross-functional collaboration, and transforming complex workflows into clear, scalable solutions. I've led initiatives that contributed to $7M–$52M+ in revenue and supported $24T+ in blockchain transactions. Whether working with founders or engineers, I bring systems thinking, speed, and empathy to every product I touch.

Technical and Professional Skills

• **Design**: User Interface Design | Wireframes | Material Design | Interaction Design | Rapid Prototyping | Responsive Web Design | Design System Management

• **Research & Analysis**: Competitive Analysis | Information Architecture | Usability Testing| Journey Mapping | Affinity Mapping

 • **Professiona**l: Adaptability | Time Management | Creative Problem Solving | Interpersonal Communication | Conflict Resolution | Public Speaking | Mentoring

• **Software**: Figma | Pow Wow | Axure | Jira | Confluence | Adobe XD | Microsoft Excel | Illustrator | Miro

 • **Language**s: Javascript | CSS | HTML | React | Tailwind CSS

Experience

DECEMBER 2024 – PRESENT
SENIOR PRODUCT DESIGNER | TECHNOLOGY FOR {You}TH | REMOTE

• Designed accessible, intuitive platforms for digital literacy in K–12 and young adult education.

• Built modular design systems in Figma to support agile teams and drive consistency across products.

 • Translated user and stakeholder needs into high-impact UI flows that boosted engagement.

MARCH 2023 – OCTOBER 2024

LEAD UX/UI DESIGNER | TASSAT| REMOTE

• Unified product experience across platforms by establishing Tassat's first design library and standardizing the design process.

• Designed blockchain-based B2B payment solutions, contributing to a $24T transaction network with improved UI flow and user trust.

 • Led UX for an AI-powered medical claims tool that enhanced accuracy and throughput for $2.5T in annual claims.

OCTOBER 2022 – MARCH 2023

SENIOR UX DESIGNER, VP | BNY MELLON PERSHING X | FINANCE DISTRICT, NEW YORK

BNY Mellon | Pershing X partnered with Conquest Planning to integrate AI-driven financial planning technology, enabling advisors to generate real-time insights, automate complex scenarios, and optimize investment strategies. The initiative focused on creating a seamless, data-driven workflow that enhanced decision-making, improved efficiency, and provided a more intuitive user experience for wealth management professionals.

• Designed AI-powered financial planning tools that simplified advisor workflows.

• Transformed complex datasets into intuitive UIs for enterprise wealth management platforms.

• Enhanced scalability and accessibility across design systems.

JULY 2021 – AUGUST 2022
FOUNDING PRODUCT DESIGNER | SKIPIFY | MIDTOWN, NEW YORK

Skipify's Commerce Identity Cloud, containing hundreds of millions of shopper identities from leading financial institutions which produced a 52 million dollar revenue since its running. Through these customers financial institutions, they are instantly identified at checkout – no prior use or account creation necessary.

• Led design team and produced 40+ high-fidelity mockups that enhanced the UX of Skipify's Ecommerce Identity Cloud, helping drive $7M+ in revenue.

• Re-architected information flow through rigorous A/B and usability testing with partners like Amex, PayPal, and Synchrony.

• Directed redesign of checkout UX, increasing usability and helping boost revenue by $52M.

AUGUST 2020 – JANUARY 2022
FREELANCE UX/UI DESIGNER | UPWORK| REMOTE

Created robust interfaces primarily surrounding the social media market, AR/VR space, Toy Recycling, LLM's and automation of resume building.

• Directed and mentored 4 multidisciplinary product teams across onboarding and SaaS UX flows.

• Delivered responsive web solutions focused on functionality and ease-of-use across B2B applications.

Education

CERTIFICATE IN ADVANCED UI DESIGN | BRAINSTATION IO | APRIL 2022 – JUNE 2022

CERTIFICATE IN UX/UI DESIGN | SPRINGBOARD | JUNE 2020 – APRIL 2021

BACHELOR OF SCIENCE IN LAND SURVEYING | AUGUST 2010 – MAY 2014 | KINGSTON, JAMAICA

ASSOCIATE OF SCIENCE IN ENVIRONMENTAL STUDIES | JUNE 2008 – NOVEMBER 2010 | KNOX COLLEGE, MANCHESTER, JAMAICA

Activities

UX/UI Mentor • Wine Tasting • Art • Yoga • Travel •