

Micole Plumptre

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Authorized to work for any employer in the United States without sponsorship

SUMMARY

Senior UX/UI Designer with 5+ years of experience delivering end-to-end, mobile-first, and data-driven solutions across fintech, SaaS, AI, and blockchain platforms. Expert in user-centered design, design thinking, Lean UX, and DesignOps methodologies. Skilled in creating scalable design systems, improving KPIs through usability heuristics and A/B testing, and mentoring cross-functional teams. Proficient in Figma, Sketch, Adobe XD, Axure, Miro, React, HTML, CSS, and Agile Scrum environments.

CORE COMPETENCIES

End-to-End UX/UI Design | Wireframing & Prototyping | Design Systems | Mobile-First & Responsive Design | User Research & Personas | Journey Mapping & Information Architecture | Usability Testing & A/B Testing | Accessibility (WCAG) | Agile Scrum & Lean UX | Cross-Platform Design | Stakeholder Collaboration & Buy-In | Product Strategy & KPIs

PROFESSIONAL EXPERIENCE

Technology for {You}th (Non-Profit) – Senior Product Designer *(Dec 2024 – Present)*

- Designed mobile-first platforms improving youth digital literacy engagement by 30%.
- Built modular Figma design systems, increasing developer handoff efficiency by 35%.
- Applied usability heuristics and journey mapping to optimize multi-surface user flows.
- Partnered with stakeholders to align roadmaps with KPIs and business goals.

Tassat – Lead UX/UI Designer *(Mar 2023 – Oct 2024)*

- Established the company's first design system, standardizing UX across fintech platforms.
- Designed blockchain payment solutions powering \$24T+ transactions with improved trust.
- Led UX for AI-powered claims tool, reducing errors and processing time by 20%.
- Conducted A/B tests and competitive analysis to refine cross-platform UI patterns.

BNY Mellon | Pershing – Senior UX Designer (VP) *(Oct 2022 – Mar 2023)*

- Developed AI-driven financial planning tools, reducing advisor task time by 20%.
- Utilized design thinking and information architecture to enhance wealth management tools.
- Improved accessibility and scalability in enterprise-level design systems.

Skipify – Founding Product Designer *(Jul 2021 – Aug 2022)*

- Led end-to-end design for Ecommerce Identity Cloud, increasing checkout usability and driving \$7M+ revenue.
- Conducted usability testing and A/B experiments to boost partner conversion rates (Amex, PayPal).
- Created scalable component libraries enabling faster iteration and cross-functional alignment.

Freelance UX/UI Designer – Upwork (*Aug 2020 – Jan 2022*)

- Delivered responsive B2B web solutions reducing bounce rates and improving KPIs.
- Provided UX consulting and mentorship to teams using Lean UX and Agile workflows.

EDUCATION

University of Technology, Jamaica – B.Sc. in Land Surveying (2014)

Knox Community College, Jamaica – A.Sc. in Environmental Studies (2010)

LEADERSHIP & INVOLVEMENT

Design Mentor (micolesimpson.com) | Alumni Ambassador (Springboard) | Volunteer (We Connect The Dots) | Co-President (AEGS) | Division I Women's Cross Country & Track Athlete | Women's Badminton Captain