

Micole Plumptre (Simpson)

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UX/UI and Product Designer with 5+ years of experience across LLMs, B2B, SaaS, B2C, and D2C. At Tassat, led an AI-powered tool boosting provider reimbursements by 20%+ and contributed to \$25T in blockchain transactions. At Skipify, drove \$7.5M in client revenue through innovative design solutions. Demonstrates advanced proficiency in Figma for executing comprehensive UX/UI projects, excelling in transforming complex user requirements into intuitive and accessible designs. Proven leadership in cross-functional collaborations has been pivotal in launching innovative products that align with business objectives and exceed user expectations.

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
- **Professional:** 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
- **Languages:** Javascript | CSS | HTML | React | Tailwind CSS

Experience

MARCH 2023 – OCTOBER 2024

LEAD UX/UI DESIGNER | TASSAT | MANHATTAN, NEW YORK

In 2024 Tassat streamlined \$24 trillion B2B bank payments market with blockchain – based solution on google cloud. Tassat uses a private, permissioned blockchain based on Ethereum, with each bank having its own blockchain.

- Designed and optimized Tassat's blockchain-based B2B payment solution on Google Cloud, focusing on creating intuitive workflows and user interfaces. This effort streamlined transactions in the \$24 trillion market, enabling secure and private exchanges between banks while enhancing the overall user experience.
- Initiated the establishment of Tassat's inaugural design library and standardized the design process through comprehensive sessions, achieving a unified user interface across platforms and contributing to a 65% transaction volume through UI improvements.
- Led the design of an AI-powered medical claims processing tool, integrating blockchain technology to streamline workflows and improve accuracy. This solution became a key component in supporting 2.5 trillion annual transactions, significantly enhancing both user experience and operational efficiency.

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.

- Led UX strategy for AI-powered financial planning tools, integrating Conquest Planning's AI technology to enhance advisor efficiency and decision-making.
- Designed and optimized user workflows for enterprise wealth management, transforming complex financial data into intuitive, actionable insights.
- Enhanced design system scalability and accessibility, streamlining development and ensuring a consistent, user-friendly experience across the platform.

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.

- Spearheaded the design team for Skipify's Commerce Identity Cloud, achieving a 35% acceleration in sales and generating over 7 million in revenue by creating 40 high fidelity mockups, enhancing user experience and data visualization.
- Restructured the Information Architecture and content design framework through A/B testing and user testing to meet business goals with our partners Amex, Synchrony and PayPal.
- Redesigned and directed the front-end experience of our payments platform, delivering a seamless and intuitive checkout process that served hundreds of millions of users. This strategic enhancement directly drove a \$52 million increase in revenue, demonstrating the impact of user-centered design on business growth.

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.

- Led in total 4 design teams that utilized Saas based software, that focused on user experience design and customer onboarding strategies.
- Identified key research components which influenced design thinking and visual illustration.
- Conducted Q & A strategy testing with business owners that drove acceptance testing for user interface implementation.
- Utilized feedback from our user testing and user analytics tool to emphasize on our platform touch points and to simplify and execute the core task flows needed based on our users.

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 •