

Micole Simpson

PRODUCT DESIGNER



To work in a challenging environment that would lead to the fulfillment of both corporate and personal goals where I can use all

Product Design should never be overly complicated, rather the idea is a result of careful study and observation, and design a product of that idea.



EDUCATION

- Brainstation IO** April 2022- June 2022
Certification : [UI Design](#)
- Springboard** June 2020- April 2021
Certification : [UX/UI Design Career Track](#)
- University of Technology** August 2010-May 2014
Degree : [Bsc. Land Surveying and Geographical Information Sciences](#)



WORK EXPERIENCE

- UX DESIGNER** BNY Mellon
October 2022- March 2023
 - Iterated on our design system to translate all importance of our products in collaboration with our engineers and product management team.
 - Collaborated with our external partners at Conquest to integrate a financial planning tool on our current platform for wealth advisors to utilize, whilst creating 10 end to end user flows in a rapid exploration design phase to better understand key pain points.
 - Worked in a scaled agile environment that was responsible for a 25% growth in user engagement whilst continuously improving the usability and accessibility of the Pershing X's digital products and services.
- PRODUCT DESIGNER** Skipify
Jul 2021- August 2022
 - Led a series B funding design team in terms of growth, designed 40 high fidelity mock ups by creating a consistent style of color, typography and iconography in a rapid exploration and collaboration to prioritize 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.
 - Found product validation through 7 rounds of design iteration to improve impact user satisfaction score from a 2.5 to 4.0/5 .
- UI/UX DESIGNER** Freelance
August 2020 - January 2022
 - 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
- UI/UX DESIGNER** Springboard
June, 2020 - April, 2021
 - Conducted User Research with a total of 120 individuals over a 3 day span.
 - Worked on wireframing concepts for encouraging the user to purchase female owned brands of wine and local owned wineries.
 - Solo Product Designer from research phase to high fidelity prototypes resulting in a 80% success rate for usability testing.
 - 5 day sprint utilizing end to end design and modified research for a web responsive interface, allowing for users located in municipal areas in adopting the ideal pup.
 - Outlined and synthesized user research and content strategy for user journey mapping,which focused on users who recently located to a new city,who are seeking social engagement.
 - Utilized qualitative and quantitative data methods for competitor audits and wireframing concepts



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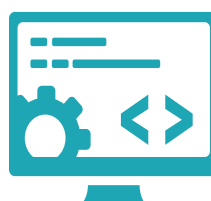


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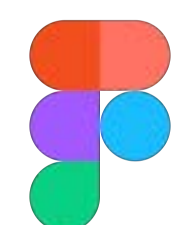


SKILLS

- User Research
- Prototyping Tools
- Brainstorming
- Sketching
- Mobile UI/UX Design
- Delivery Presentations
- Design Ideation
- CSS
- Journey Mapping
- Javascript
- Human Computer Interaction



SOFTWARE



Figma



XD



Sketch



Jira



Confluence



HOBBIES



Photography



Wine Tasting



Music



Travel