

# Micole Plumptre

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

## SUMMARY

Senior Product Designer (UX/UI) with 5+ years of experience designing scalable, data-informed digital experiences across healthcare, fintech, SaaS, AI, and ecommerce platforms. I specialize in translating complex systems into intuitive, conversion-focused web and mobile experiences that balance business goals with deep user empathy.

Experienced in end-to-end product design, responsive web experiences, design systems, and workflow-heavy platforms including dashboards, onboarding funnels, and AI-assisted tools. Strong cross-functional partner to Product, Engineering, Marketing, and Operations teams, with a track record of improving usability, engagement, and operational efficiency through research-driven and iterative design.

## CORE COMPETENCIES

### Product & UX Design:

End-to-end product design, user flows, wireframing, interaction design, information architecture, responsive web and mobile design, accessibility (WCAG)

### Systems & Strategy:

Design systems, component libraries, cross-platform consistency, workflow optimization, complex data visualization, stakeholder alignment

### Research & Optimization:

Usability testing, A/B testing collaboration, behavioral analytics interpretation, friction analysis, journey mapping

### Tools & Collaboration:

Figma (components, auto layout, prototyping), Miro, FigJam, Adobe Creative Suite, Axure

Familiarity with HTML/CSS for engineering handoff

Agile, Scrum, Lean UX environments

## PROFESSIONAL EXPERIENCE

### Senior Product Designer

*Technology for Youth (Non-Profit) | Dec 2024 – Present*

- Lead UX/UI design for mobile-first platforms improving youth digital literacy engagement by 30%
- Built modular Figma design systems, increasing developer handoff efficiency by 35%
- Applied usability heuristics, journey mapping, and information architecture to optimize multi-surface user flows

- Partnered with stakeholders to align product roadmaps with KPIs, accessibility goals, and long-term platform scalability

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## **Lead UX/UI Designer**

*Tassat* | Mar 2023 – Oct 2024

- Established the company's first scalable design system, standardizing UX across fintech and enterprise platforms
- Designed blockchain-powered payment experiences supporting \$24T+ in transaction volume with improved transparency and user trust
- Led UX for an AI-powered healthcare claims adjudication platform, reducing processing errors and review time by 20%
- Designed complex dashboards and workflow tools translating AI-driven processes into clear, actionable interfaces
- Conducted A/B testing and competitive analysis to refine interaction patterns and improve cross-platform usability
- Collaborated closely with Product, Engineering, and Operations to ensure feasibility, scalability, and regulatory alignment

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## **Senior UX Designer (Vice President)**

*BNY Mellon* | Pershing | Oct 2022 – Mar 2023

- Designed AI-assisted financial planning tools that improved clarity of complex financial data and supported more informed client decision-making
- Improved information architecture and workflow efficiency across enterprise wealth management tools
- Enhanced accessibility and scalability of enterprise design systems used across multiple product lines
- Partnered with cross-functional stakeholders to simplify complex financial data into intuitive digital experiences
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## **Founding Product Designer**

*Skipify* | Jul 2021 – Aug 2022

- Led end-to-end UX/UI design for an Ecommerce Identity Cloud platform, improving checkout usability and contributing to \$7M+ in revenue growth
- Designed conversion-focused onboarding and partner integration flows for brands including American Express and PayPal
- Conducted usability testing and A/B experiments to increase partner adoption and transaction completion rates
- Built scalable component libraries to support rapid iteration and consistent multi-team collaboration

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## **Freelance UX/UI Designer**

*Upwork | Aug 2020 – Jan 2022*

- Delivered responsive B2B web experiences that reduced bounce rates and improved conversion KPIs
- Provided UX consulting, wireframing, and prototyping services for startups and growing SaaS teams
- Supported teams adopting Lean UX, Agile workflows, and scalable design systems

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## **EDUCATION**

**University of Technology, Jamaica** — B.Sc. Land Surveying

**Knox Community College, Jamaica** — A.Sc. Environmental Studies

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## **LEADERSHIP & INVOLVEMENT**

Design Mentor | Alumni Ambassador (Springboard) | Volunteer (We Connect The Dots)

Co-President (AEGS) | NCAA Division I Women's Cross Country & Track Athlete | Women's Badminton Captain